



2024-2025

Technical Skills Assessment

Digital Communications

Results by Standard

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

Assessment: Digital Communications Number tested: 73	% Correct 21-22	% Correct 22-23	% Correct 23-24	% Correct 24- 25
CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL	67.97%	64.94%	68.97%	73.08%
Performance Standard 1.1: Elements of Design	48.75%	54.88%	51.72%	60.26%
1.1.1 Identify, analyze, and implement the application of color, line, shape, texture, size, and value in design.	48.75%	54.88%	51.72%	60.26%
Performance Standard 1.2: Principles of Design	82.50%	70.73%	81.03%	78.21%
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.	82.50%	70.73%	81.03%	78.21%
Performance Standard 1.3: Principles of Typography	61.67%	54.88%	57.76%	67.95%
1.3.2 Apply and adjust formatting to type.	61.67%	54.88%	57.76%	67.95%
Performance Standard 1.4: Principles and Elements of Design to Layout	75.83%	76.42%	81.90%	80.77%
1.4.6 Explain the importance of usability.	75.83%	76.42%	81.90%	80.77%
CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION	72.92%	72.20%	76.49%	80.85%
Performance Standard 2.1: Basic Communication Skills	72.92%	72.20%	76.49%	80.85%
2.1.1 Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner.	61.25%	54.27%	64.66%	66.03%
2.1.2 Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner.	80.00%	80.49%	86.64%	89.10%
2.1.3 Demonstrate ability to give and receive constructive feedback, i.e. debrief not defend	85.00%	84.76%	81.90%	85.26%
2.1.4 Demonstrate appropriate communication skills i.e. telephone, texting, social media.	76.88%	67.68%	72.41%	75.00%
2.1.5 Converse appropriately in a business, social, and media situations.	86.25%	85.37%	89.66%	93.59%
2.1.6 Explain the importance of developing a message for a specific audience.	77.50%	75.61%	82.76%	85.90%
2.1.7 Synthesize information collected from communications with various stakeholders.	53.33%	62.20%	63.79%	74.36%

Assessment: Digital Communications	% Correct	% Correct	% Correct	% Correct 24-
Number tested: 73	21-22	22-23	23-24	25
CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL	59.79%	59.55%	60.78%	74.57%
Performance Standard 4.1: Copyright and Intellectual Property Law	59.79%	59.55%	60.78%	74.57%
4.1.2 Understand the use of Creative Commons, (including font usage, image, and video rights).	58.33%	61.38%	58.91%	75.64%
4.1.4 Understand laws governing brand issues, trademark, and other proprietary rights.	61.25%	57.72%	62.64%	73.50%
CONTENT STANDARD 5.0: PORTFOLIO	79.58%	79.27%	80.46%	84.62%
Performance Standard 5.2: Evaluating Portfolios	79.58%	79.27%	80.46%	84.62%
5.2.2 Understand the elements of the critique process, including a respect for peer work.	79.58%	79.27%	80.46%	84.62%
CONTENT STANDARD 6.0: CONTENT STRATEGY	68.13%	65.85%	70.04%	75.32%
Performance Standard 6.1: Content	69.00%	66.10%	72.59%	75.64%
6.1.2 Understanding the appropriate distribution method for content.	45.00%	43.90%	56.90%	61.54%
6.1.3 Understand your audience and their needs.	70.00%	65.04%	71.55%	73.93%
6.1.4 Understand how to develop consistent voice, e.g. creative content feels the same across mediums.	90.00%	91.46%	91.38%	94.87%
Performance Standard 6.2: Branding and Corporate Identity	66.67%	65.45%	65.80%	74.79%
6.2.1 Analyze branding and corporate identity, its purpose and constituents.	85.00%	83.54%	84.05%	88.46%
6.2.2 Create a visual that appropriately represents the brand's identity in multiple media.	30.00%	29.27%	29.31%	47.44%
CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION	56.73%	53.54%	58.17%	66.24%
Performance Standard 7.2: Image Creation and Manipulation	65.63%	63.90%	68.88%	73.46%
7.2.1 Demonstrate the use of appropriate applications of vector-based and bitmap images.	66.67%	59.76%	64.08%	71.37%
7.2.4 Apply nondestructive image editing techniques such as layering and masking.	69.58%	70.73%	73.85%	78.63%
7.2.7 Practice composition and cropping.	61.88%	61.89%	68.75%	71.15%
Performance Standard 7.3: Media Outputs	48.64%	44.12%	48.43%	59.67%
7.3.1 Use appropriate resolution, compression, and file formats for various media outputs.	52.50%	46.95%	51.44%	60.26%
7.3.2 Incorporate appropriate industry standard color modes in graphic works (RGB, HEX, CMYK and Pantone)	24.38%	18.29%	21.12%	40.38%
7.3.3 Understand the difference between gray scale, spot color, and process colors.	57.08%	55.69%	60.63%	71.37%
CONTENT STANDARD 8.0: VIDEO EDITING	82.50%	82.52%	87.64%	86.32%
Performance Standard 8.3: Pre-Production and Planning	82.50%	82.52%	87.64%	86.32%
8.3.3 Identify of the goal of the video.	82.50%	82.52%	87.64%	86.32%
CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT	55.50%	53.71%	55.31%	62.67%

Assessment: Digital Communications Number tested: 73	% Correct 21-22	% Correct 22-23	% Correct 23-24	% Correct 24- 25
Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages	57.40%	56.81%	59.20%	63.46%
9.1.1 Describe how the Internet and the World Wide Web work.	67.50%	69.82%	69.61%	71.15%
9.1.2 Understand the Web site development process.	59.38%	53.66%	58.19%	69.23%
9.1.6 Create conventions for filenames and URLs and directory structure.	43.75%	46.34%	44.83%	48.29%
9.1.7 Identify and use tags on a Web page.	56.25%	52.03%	60.34%	64.53%
Performance Standard 9.2: Use Styles to Format Web Pages	50.42%	51.63%	52.59%	63.25%
9.2.1 Identify the differences between HTML and CSS.	46.25%	45.73%	47.41%	60.90%
9.2.2 Write CSS Styles.	58.75%	63.41%	62.93%	67.95%
Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and	54.75%	50.61%	51.47%	61.54%
9.3.1 Identify and create dependent and independent classes.	57.50%	46.34%	56.03%	72.44%
9.3.2 Use external style sheets to format several Web pages.	61.25%	53.66%	53.45%	56.41%
9.3.3 Understand how to position text on a Web page.	53.13%	62.20%	56.90%	67.95%
9.3.7 Explore the padding, margin, and border properties.	55.00%	54.88%	47.41%	58.97%
9.3.9 Use CSS to style links.	58.13%	53.66%	55.60%	67.95%
9.3.10 Create a stylized navigation.	46.88%	36.59%	38.36%	41.67%
CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS	45.21%	39.84%	43.82%	49.79%
Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms	45.21%	39.84%	43.82%	49.79%
11.1.1 Create an HTML form.	45.00%	29.27%	38.79%	43.59%
11.1.2 Create fields for text.	30.63%	28.66%	30.60%	48.08%
11.1.3 Create text boxes.	43.75%	29.27%	36.21%	29.49%
11.1.5 Create radio buttons, check boxes, and list boxes.	60.63%	61.59%	63.36%	64.74%
CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL	63.00%	63.90%	62.41%	72.82%
Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation	63.00%	63.90%	62.41%	72.82%
12.1.1 Create usable navigation.	57.50%	59.76%	56.03%	67.31%
12.1.5 Build horizontal navigation bars.	63.75%	68.90%	67.24%	75.00%
12.1.6 Build vertical navigation bars.	72.50%	62.20%	65.52%	79.49%