



Results by Standard

2024-2025 Technical Skills Assessment Graphic Design

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

Assessment: Graphic Design Number tested: 104	% Correct 21-22	% Correct 22-23	% Correct 23-24	% Correct 24-25
CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY	43.57%	30.71%	40.00%	48.58%
Performance Standard 1.1: History of the Graphic Design Field	43.57%	30.71%	40.00%	48.58%
1.1.1 Research the history of technologies that advanced the graphic design industry.	74.29%	54.29%	62.00%	68.87%
1.1.4 Describe the importance of graphic designs influence on society.	12.86%	7.14%	18.00%	28.30%
CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION	71.87%	66.70%	71.64%	75.72%
Performance Standard 2.1: Elements of Design	64.44%	59.52%	63.89%	62.58%
2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.	67.14%	66.43%	64.50%	67.45%
2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.	67.86%	66.43%	76.50%	70.28%
2.1.3 Incorporate color, line, shape, texture, size, and value in student generated graphic work.	98.57%	91.43%	91.00%	90.57%
2.1.4 Understand the concepts of color theory.	52.86%	44.64%	50.50%	49.29%
Performance Standard 2.2: Principles of Design	80.00%	74.05%	76.83%	84.28%
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.	80.48%	79.52%	82.33%	86.79%
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.	81.43%	71.43%	76.50%	80.66%
2.2.3 Demonstrate the principles of design through various design techniques.	75.71%	62.86%	61.00%	83.96%
Performance Standard 2.3: Principles of Typography	67.01%	60.65%	66.18%	73.76%
2.3.1 Identify the anatomical components and qualities of type (i.e., x height, ascenders, descenders, counters, etc.)	74.86%	67.14%	74.20%	83.40%
2.3.2 Apply and adjust formatting to type.	52.86%	48.10%	54.33%	60.69%
2.3.3 Construct graphic works utilizing and manipulating type.	79.29%	72.86%	75.00%	75.47%

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2.3.4 Demonstrate knowledge of the history of typography.	45.71%	41.43%	44.00%	61.32%
Performance Standard 2.4: Principles and Elements of Design to Layout	76.34%	72.14%	77.81%	81.25%
2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.	62.86%	53.57%	61.50%	66.98%
2.4.2 Create graphic works utilizing grids.	74.29%	64.29%	71.00%	85.85%
2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.	57.14%	57.14%	60.00%	71.70%
2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.).	66.43%	61.07%	67.25%	66.75%
2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets).	87.86%	87.14%	90.50%	89.62%
2.4.7 Explain the importance of consistency of design.	90.00%	91.43%	93.00%	96.23%
2.4.8 Explain the importance of usability.	94.29%	84.29%	94.00%	98.11%
2.4.9 Apply measurement tools and ratio analysis is to image positioning in graphic works.	85.71%	82.86%	86.00%	88.68%
2.4.11 Describe visual hierarchy and how it is used to control the viewers eyes through a document/webpage.	87.14%	85.71%	88.00%	95.28%
2.4.12 Explain the methods used to control visual hierarchy.	75.71%	71.43%	87.00%	87.74%
CONTENT STANDARD 3.0 PRODUCTION USING INDUSTRY STANDARD SOFTWARE	66.88%	65.83%	64.92%	68.30%
Performance Standard 3.1: Concept Development	59.80%	63.67%	59.71%	60.51%
3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock ups, wireframes, etc.	53.33%	53.33%	54.33%	54.09%
3.1.2 Create a storyboard for a project.	77.14%	72.86%	82.00%	74.53%
3.1.3 Explain the importance of developing a message for a specific audience.	53.57%	64.29%	51.50%	52.36%
3.1.4 Synthesize information collected from communications with various stakeholders.	74.29%	84.29%	70.00%	82.08%
Performance Standard 3.2: Image Creation and Manipulation	74.40%	72.74%	71.52%	74.38%
3.2.1 Analyze differences and appropriate applications of vector based and bitmap images.	54.52%	56.19%	49.17%	52.36%
3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.	79.29%	69.64%	69.25%	75.47%
3.2.3 Incorporate the use of image manipulation and illustration software into final products.	87.86%	88.93%	85.75%	88.68%
3.2.4 Apply nondestructive image editing techniques such as layering and masking.	92.50%	90.36%	93.50%	96.23%
3.2.5 Practice using different selection tools and techniques to manipulate images.	71.90%	69.05%	70.33%	67.30%
3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.	70.00%	65.71%	75.50%	78.77%
3.2.7 Practice composition and cropping.	88.57%	92.86%	92.00%	86.79%

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3.2.8 Analyze differences and appropriate applications of vector based and bitmap images.	50.00%	54.29%	45.00%	57.55%
Performance Standard 3.3: Media Outputs	56.25%	50.36%	49.63%	57.31%
3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.	68.57%	63.21%	62.75%	68.40%
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.	43.81%	37.62%	35.00%	43.40%
3.3.3 Understand the difference between gray scale, spot color, and process colors.	44.29%	37.14%	41.00%	54.72%
Performance Standard 3.4: Graphic Design Workflow	69.29%	68.57%	67.75%	69.34%
3.4.1 Develop a workflow for a project.	80.00%	80.71%	76.50%	80.66%
3.4.3 Create projects that address the message and conceptual ideas for a specific audience.	58.57%	56.43%	59.00%	58.02%
Performance Standard 3.5: Design and Production Process	24.29%	32.86%	41.00%	38.68%
3.5.2 Explain the design process in different media formats.	24.29%	32.86%	41.00%	38.68%
Performance Standard 3.6: Branding and Corporate Identity	60.00%	61.90%	67.00%	73.58%
3.6.1 Analyze branding and corporate identity, its purpose and constituents.	44.29%	47.86%	52.50%	62.26%
3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats.	91.43%	90.00%	96.00%	96.23%
CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN	81.14%	78.00%	82.40%	85.28%
Performance Standard 4.1: Copyright and Intellectual Property Law	81.14%	78.00%	82.40%	85.28%
4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing.	87.14%	85.71%	85.50%	91.04%
4.1.2 Research laws governing brand issues, trademark, and other proprietary rights.	67.14%	64.29%	74.00%	78.30%
4.1.3 Discuss consequences of violating copyright, privacy, and data security laws.	70.00%	68.57%	74.00%	70.75%
4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.	94.29%	85.71%	93.00%	95.28%
CONTENT STANDARD 5.0 PORTFOLIO	88.57%	87.14%	89.00%	91.51%
Performance Standard 5.2: Evaluating Portfolios	88.57%	87.14%	89.00%	91.51%
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.	88.57%	87.14%	89.00%	91.51%
CONTENT STANDARD 6.0 MATHEMATICAL SKILLS	68.57%	84.29%	64.00%	76.42%
Performance Standards 6.1: Mathematical Skills for Visual Communications	68.57%	84.29%	64.00%	76.42%
6.1.4 Apply basic ratio and proportion problems.	68.57%	84.29%	64.00%	76.42%
CONTENT STANDARD 7.0 COMMUNICATION SKILLS	81.43%	80.00%	72.00%	77.36%
Performance Standard 7.1: Communication Skills for Visual Communications	81.43%	80.00%	72.00%	77.36%
7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etc.).	81.43%	80.00%	72.00%	77.36%

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Number tested: 104	22	22-23	23-24	24-25
CONTENT STANDARD 9.0 DIGITAL MEDIA	42.86%	41.43%	32.50%	34.91%
Performance Standard 9.1: Graphic Design in Digital Media	42.86%	41.43%	32.50%	34.91%
9.1.1 Understand the relationship of graphic design in context of web design.	42.86%	41.43%	32.50%	34.91%
CONTENT STANDARD 10.0 APPLIED ART	94.29%	91.43%	88.00%	98.11%
Performance Standard 10.1: Traditional and Digital Design	94.29%	91.43%	88.00%	98.11%
10.1.2. Create 2D or 3D works of design in analog and digital formats.	94.29%	91.43%	88.00%	98.11%