

## Graphic Design Program Standards Criticality Survey 2015

1. Personal Qualities and People Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate a positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.	2	2	22	2.77
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	1	6	19	2.69
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	1	12	13	2.46
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	4	12	10	2.23
Demonstrate diversity awareness by working well with all customers and co-workers.	2	12	12	2.38
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	2	17	7	2.19
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	3	4	19	2.62
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>2. Professional Knowledge and Skills</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	1	13	12	2.42
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	4	14	8	2.15
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	0	9	17	2.65
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	13	8	5	1.69
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	7	13	6	1.96
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	1	14	11	2.38
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	8	11	7	1.96
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	2	14	10	2.31
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks.	13	11	1	1.52
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	2	16	8	2.23
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>3. Technology Knowledge and Skills</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.	1	12	13	2.46
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	0	9	17	2.65
Demonstrate proper Internet use and security by using the Internet appropriately for work.	2	11	12	2.40
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	5	13	8	2.12
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY</b>				
<b>Performance Standard 1.1: History of the Graphic Design Field</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.1.1 Research the history of technologies that advanced the graphic design industry.	16	8	2	1.46
1.1.2 Describe past and present styles, and how they will affect future styles in the graphic design industry.	11	11	4	1.73
1.1.3 Identify art movements of the past and current societal trends, and describe how they impact graphic design.	12	9	5	1.73
1.1.4 Describe the importance of graphic design's influence on society.	8	11	7	1.96
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>Performance Standard 1.2: Industry Terminology</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.2.1 Formulate written and verbal communications using industry standard terms.	4	16	6	2.08
1.2.2 Prepare and deliver a visual presentation of a product utilizing appropriate industry terminology.	2	16	8	2.23
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>Performance Standard 1.3: Career Exploration</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
1.3.1 Investigate graphic design careers, training, and associated opportunities.	9	12	5	1.85
1.3.2 Participate in a career-related experience that could include internships, job shadowing, work site visits.	5	9	12	2.27
1.3.3 Participate in a career-related client service project.	9	10	7	1.92
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL</b>				
<b>Performance Standard 2.1: Elements of Design</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work.	1	11	14	2.50
2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work.	2	9	15	2.50
2.1.3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work.	0	13	13	2.50
2.1.4 Understand the concepts of color theory.	2	14	10	2.31
2.1.5 Demonstrate the elements of design through manual sketching.	9	10	7	1.92
2.1.6 Demonstrate the elements of design through digital sketching.	6	15	5	1.96
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>Performance Standard 2.2: Principles of Design</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
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.	2	9	15	2.50
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.	0	12	14	2.54
2.2.3 Demonstrate the principles of design through various design techniques.	1	11	14	2.50
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>Performance Standard 2.3: Principles of Typography</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.3.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)	6	12	8	2.08
2.3.2 Apply and adjust formatting to type.	0	11	15	2.58
2.3.3 Construct graphic works utilizing and manipulating type.	0	11	15	2.58
2.3.4 Demonstrate knowledge of the history of typography.	15	8	3	1.54
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>Performance Standard 2.4: Principles and Elements of Design to Layout</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.	0	12	14	2.54
2.4.2 Create graphic works utilizing grids.	4	14	8	2.15
2.4.3 Create graphic works utilizing templates.	7	14	5	1.92
2.4.4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.	5	11	10	2.19
2.4.5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging, yearbook, etc.).	3	11	12	2.35
2.4.6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets).	1	12	13	2.46
2.4.7 Explain the importance of consistency of design.	1	15	9	2.32
2.4.8 Explain the importance of usability.	3	14	9	2.23
2.4.9 Apply measurement tools and ratio analysis to image positioning in graphic works.	10	12	4	1.77
2.4.10 Solve aspect ratio proportion measurement in video and animation development.	10	13	3	1.73
2.4.11 Describe visual hierarchy and how it is used to control the viewer's eyes through a document/webpage.	2	10	14	2.46
2.4.12 Explain the methods used to control visual hierarchy.	1	15	10	2.35
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>CONTENT STANDARD 3.0: PRODUCTION USING INDUSTRY STANDARD SOFTWARE</b>				
<b>Performance Standard 3.1: Concept Development</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.1.1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock-ups, wireframes, etc.	1	13	12	2.42
3.1.2 Create a storyboard for a project.	5	16	5	2.00
3.1.3 Explain the importance of developing a message for a specific audience.	0	17	9	2.35
3.1.4 Synthesize information collected from communications with various stakeholders.	5	17	4	1.96
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>Performance Standard 3.2: Image Creation and Manipulation</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.2.1 Analyze differences and appropriate applications of vector-based and bitmap images.	3	10	13	2.38
3.2.2 Use a variety of devices and media to import/download photos, images, and other digital media content.	1	11	14	2.50
3.2.3 Incorporate the use of image manipulation and illustration software into final products.	2	11	13	2.42
3.2.4 Apply nondestructive image editing techniques such as layering and masking.	2	11	13	2.42
3.2.5 Practice using different selection tools and techniques to manipulate images.	2	13	11	2.35
3.2.6 Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.	3	12	11	2.31
3.2.7 Practice composition and cropping.	2	13	11	2.35
3.2.8 Analyze differences and appropriate applications of vector-based and bitmap images.	6	11	9	2.12
3.2.9 Use a variety of devices and media to import/download photos, images, and other digital media content.	3	12	11	2.31
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>Performance Standard 3.3: Media Outputs</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.	3	5	18	2.58
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.	1	8	17	2.62
3.3.3 Understand the difference between gray scale, spot color, and process colors.	3	7	16	2.50
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>Performance Standard 3.4: Graphic Design Workflow</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.4.1 Develop a workflow for a project.	6	14	6	2.00
3.4.2 Describe project management.	5	16	5	2.00
3.4.3 Create projects that address the message and conceptual ideas for a specific audience.	2	12	12	2.38
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>

<b>Performance Standard 3.5: Design and Production Process</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.5.1 Demonstrate the use of the graphic design process (define the project, develop budget and schedule/deadline, presentation and critique, revisions, final presentation, client approval, pre-press, production and final product delivery).	3	13	10	2.27
3.5.2 Explain the design process in different media formats.	4	16	6	2.08
3.5.3 Apply the design process to generate different media formats.	4	14	8	2.15
			<b>Answered</b>	<b>26</b>
			<b>Skipped</b>	<b>0</b>



<b>Performance Standard 3.6: Branding and Corporate Identity</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
3.6.1 Analyze branding and corporate identity, its purpose and constituents.	3	13	9	2.24
3.6.2 Create a visual that appropriately represents the brand's identity in multiple media formats.	2	13	11	2.35
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN</b>				
<b>Performance Standard 4.1: Copyright and Intellectual Property Law</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
4.1.1 Research laws governing copyright, intellectual property (including font usage, photography,	4	12	10	2.23
4.1.2 Research laws governing brand issues, trademark, and other proprietary rights.	4	13	9	2.19
4.1.3 Discuss consequences of violating copyright, privacy, and data security laws.	5	10	11	2.23
4.1.4 Define and debate fair use including authorships, rights of use for work and likeness, and credit	6	13	7	2.04
4.1.5 Model fair use in production of visual communication products.	3	15	8	2.19
4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the	3	12	11	2.31
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 5.0: PORTFOLIO</b>				
<b>Performance Standard 5.1: Portfolio Development</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
5.1.1 Research and compare the various types of portfolios.	10	9	7	1.88
5.1.2 Develop portfolios that include various types of media.	7	8	10	2.12
5.1.3 Recognize that portfolios are dynamic and require maintenance.	6	9	11	2.19
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>Performance Standard 5.2: Evaluating Portfolios</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
5.2.1 Conduct peer- and self-evaluations.	5	9	12	2.27
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.	4	6	16	2.46
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 6.0: MATHEMATICAL SKILLS</b>				
<b>Performance Standard 6.1: Mathematical Skills for Visual Communications</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
6.1.1 Apply addition, subtraction, multiplication and division of whole numbers, fractions, and decimals.	7	15	4	1.88
6.1.2 Apply fraction to decimal and decimal to fraction conversion problems.	11	13	2	1.65
6.1.3 Apply decimal to percent and percent to decimal conversion problems.	10	13	3	1.73
6.1.4 Apply basic ratio and proportion problems.	6	16	4	1.92
6.1.5 Apply basic linear measurement problems.	6	15	5	1.96
6.1.6 Apply basic inches to picas and picas to inch conversion problems.	12	11	3	1.65
6.1.7 Apply inches to points and points to inch conversion problems.	12	12	2	1.62
6.1.8 Apply points to picas and picas to points conversion problems.	14	9	3	1.58
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 7.0: COMMUNICATION SKILLS</b>				
<b>Performance Standard 7.1: Communication Skills for Visual Communications</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
7.1.1 Write logical and understandable statements or phrases to fill out documents used in business and industry (i.e. forms, invoices, proposals, etc.).	2	19	4	2.08
7.1.2 Read and follow written and oral instructions.	0	10	16	2.62
7.1.3 Articulate and write concise and accurate instructions/step by step process.	6	14	6	2.00
7.1.4 Demonstrate appropriate communication skills (i.e. telephone, e-mail, texting, social media, etc.).	0	12	14	2.54
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 8.0: EDITING AND PROOFREADING SKILLS</b>				
<b>Performance Standard 8.1: Proofreading Skills</b>				
<b>Answer Choices</b>	<b>Nice to Know</b>	<b>Need to Know</b>	<b>Critical to Know</b>	<b>Rating Average</b>
8.1.1 Demonstrate ability to proofread and edit various forms of copy for different audiences.	7	12	7	2.00
8.1.2 Demonstrate knowledge of proofreaders' marks.	11	13	2	1.65
8.1.3 Demonstrate knowledge of electronic forms of editing and correcting.	8	16	2	1.77
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 9.0: DIGITAL MEDIA</b>				
<b>Performance Standard 9.1: Graphic Design in Digital Media</b>				
<b>Answer Choices</b>	<b>Nice to</b>	<b>Need to</b>	<b>Critical</b>	<b>Rating</b>
9.1.1 Understand the relationship of graphic design in context of web design.	2	14	10	2.31
9.1.2 Understand the relationship of graphic design in context of video production.	7	12	7	2.00
9.1.3 Understand the relationship of graphic design in context of audio production.	13	11	2	1.58
9.1.4 Understand the relationship of graphic design in context of animation.	8	16	2	1.77
<b>Answered</b>				<b>26</b>
<b>Skipped</b>				<b>0</b>

<b>CONTENT STANDARD 10.0: APPLIED ART</b>					
<b>Performance Standard 10.1: Traditional and Digital Design</b>					
	<b>Answer Choices</b>	<b>Nice to</b>	<b>Need to</b>	<b>Critical</b>	<b>Rating</b>
10.1.1	Demonstrate creation of simple, tone, or color illustration with traditional and digital tools.	8	14	4	1.85
10.1.2	Create 2D or 3D works of design in analog and digital formats.	13	11	2	1.58
				<b>Answered</b>	<b>26</b>
				<b>Skipped</b>	<b>0</b>





1.46

1.73

1.73

1.96