**Web Design & Development Program Standards Criticality Survey 2014**

| 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. | 0 | 4 | 10 | 2.71 |
| Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability. | 0 | 4 | 10 | 2.71 |
| Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed. | 0 | 6 | 7 | 2.54 |
| Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace. | 3 | 6 | 4 | 2.08 |
| Demonstrate diversity awareness by working well with all customers and co-workers. | 2 | 6 | 6 | 2.29 |
| Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues. | 3 | 5 | 6 | 2.21 |
| Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative. | 1 | 7 | 6 | 2.36 |
| | | | **Answered** | **14** |
| | | | **Skipped** | **0** |

## 2. Professional Knowledge and Skills

| Answer Choices | Nice to Know | Need to Know | Critical to Know | Rating Average |
|---|---|---|---|---|
| Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions. | 1 | 7 | 6 | 2.36 |
| Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly. | 0 | 8 | 6 | 2.43 |
| Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks. | 0 | 6 | 8 | 2.57 |
| Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health. | 2 | 10 | 2 | 2.00 |
| Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace. | 3 | 9 | 2 | 1.93 |
| Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills. | 0 | 6 | 8 | 2.57 |
| Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion. | 5 | 6 | 3 | 1.86 |
| Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work. | 1 | 9 | 4 | 2.21 |
| Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks. | 3 | 8 | 2 | 1.92 |
| Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service. | 4 | 5 | 5 | 2.07 |
| | | | Answered | 14 |
| | | | Skipped | 0 |

| 3. Technology Knowledge and Skills | | | | |
|---|---|---|---|---|
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner. | 0 | 8 | 6 | 2.43 |
| Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively. | 0 | 5 | 9 | 2.64 |
| Demonstrate proper Internet use and security by using the Internet appropriately for work. | 1 | 5 | 8 | 2.50 |
| Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications. | 2 | 7 | 5 | 2.21 |
| | | | **Answered** | **14** |
| | | | **Skipped** | **0** |

| CONTENT STANDARD 1.0: UNDERSTAND WEB PAGE DEVELOPMENT | | | | |
|---|---|---|---|---|
| **Performance Standard 1.1: Use Standards-Compliant HTML to Create Basic Web Pages** | | | | |
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 1.1.1 Describe how the Internet and the World Wide Web work. | 2 | 6 | 5 | 2.23 |
| 1.1.2 Investigate roles and responsibilities behind the development of a Web site. | 2 | 5 | 6 | 2.31 |
| 1.1.3 Understanding the Web design environment. | 0 | 4 | 8 | 2.67 |
| 1.1.4 Create conventions for filenames and URLs. | 0 | 6 | 7 | 2.54 |
| 1.1.5 Set a directory structure. | 0 | 7 | 6 | 2.46 |
| 1.1.6 Identify and use tags on a Web page. | 1 | 4 | 8 | 2.54 |
| 1.1.7 Document HTML code using comments. | 1 | 4 | 8 | 2.54 |
| 1.1.8 Save a text document as an HTML file. | 1 | 4 | 8 | 2.54 |
| 1.1.9 Specify Headings. | 1 | 1 | 11 | 2.77 |
| 1.1.10 Format Web page text. | 1 | 2 | 10 | 2.69 |
| 1.1.11 Insert HTML entities, superscripts, and subscripts. | 2 | 3 | 8 | 2.46 |
| 1.1.12 Create a horizontal rule. | 5 | 2 | 6 | 2.08 |
| 1.1.13 Create ordered and unordered lists. | 1 | 4 | 8 | 2.54 |
| 1.1.14 Learn where to place anchors on a Web page. | 1 | 4 | 8 | 2.54 |
| 1.1.15 Create links. | 0 | 2 | 11 | 2.85 |
| 1.1.16 Create links to email. | 3 | 2 | 8 | 2.38 |
| 1.1.17 Use the <img> element. | 1 | 1 | 11 | 2.77 |
| 1.1.18 Use and image as a link. | 0 | 3 | 10 | 2.77 |
| 1.1.19 Organize files in your web directory. | 0 | 4 | 9 | 2.69 |
| 1.1.20 Understand paths and their application to links. | 0 | 4 | 9 | 2.69 |
| | | | **Answered** | **13** |
| | | | **Skipped** | **1** |

**Performance Standard 1.2: Use Styles to Format Web Pages**

| | Answer Choices | Nice to Know | Need to Know | Critical to Know | Rating Average |
|---|---|---|---|---|---|
| 1.2.1 | Identify the differences between HTML and CSS. | 1 | 0 | 12 | 2.85 |
| 1.2.2 | Write CSS Styles. | 1 | 0 | 12 | 2.85 |
| 1.2.3 | Create an embedded style. | 1 | 2 | 10 | 2.69 |
| 1.2.4 | Understand and use the font property. | 1 | 2 | 10 | 2.69 |
| 1.2.5 | Control line spacing and white space. | 2 | 2 | 9 | 2.54 |
| 1.2.6 | Change foreground and background colors on a Web page. | 1 | 2 | 10 | 2.69 |
| 1.2.7 | Create and apply inline styles. | 1 | 4 | 8 | 2.54 |
| 1.2.8 | Use classes to style several tags. | 1 | 1 | 11 | 2.77 |
| | | | | Answered | 13 |
| | | | | Skipped | 1 |

**Performance Standard 1.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties**

| | Answer Choices | Nice to Know | Need to Know | Critical to Know | Rating Average |
|---|---|---|---|---|---|
| 1.3.1 | Identify the differences between dependent and independent classes. | 2 | 4 | 7 | 2.38 |
| 1.3.2 | Use external style sheets to format several Web pages. | 1 | 2 | 10 | 2.69 |
| 1.3.3 | Understand how to position text on a Web page. | 0 | 4 | 9 | 2.69 |
| 1.3.4 | Use CSS pseudo-elements. | 1 | 6 | 6 | 2.38 |
| 1.3.5 | Use the <span> tag. | 1 | 6 | 6 | 2.38 |
| 1.3.6 | Create and apply an independent class. | 2 | 2 | 9 | 2.54 |
| 1.3.7 | Use the <div> tag. | 1 | 2 | 10 | 2.69 |
| 1.3.8 | Investigate the box model. | 2 | 4 | 7 | 2.38 |
| 1.3.9 | Explore the padding, margin, and border properties. | 1 | 2 | 9 | 2.67 |
| 1.3.10 | Group links on a page. | 2 | 6 | 5 | 2.23 |
| 1.3.11 | Identify the Pseudo-class selectors. | 2 | 7 | 4 | 2.15 |
| 1.3.12 | Use CSS to style links. | 2 | 3 | 8 | 2.46 |
| 1.3.13 | Create a stylized navigation. | 2 | 1 | 10 | 2.62 |
| | | | | Answered | 13 |
| | | | | Skipped | 1 |

**CONTENT STANDARD 2.0: UNDERSTAND WEB PAGE DESIGN AND LAYOUT**

**Performance Standard 2.1: Demonstrate Understanding of Design Theory as it Applies to Web Design and Development.**

| | Answer Choices | Nice to Know | Need to Know | Critical to Know | Rating Average |
|---|---|---|---|---|---|
| 2.1.1 | Explore Web Design Fundamentals. | 2 | 5 | 4 | 2.18 |
| 2.1.2 | Explore Design Theory. | 2 | 7 | 2 | 2.00 |
| 2.1.3 | Understand graphics file formats (vector versus raster). | 1 | 3 | 7 | 2.55 |
| 2.1.4 | Investigate graphics editors. | 4 | 5 | 2 | 1.82 |
| 2.1.5 | Understand computer color basics. | 4 | 2 | 5 | 2.09 |
| 2.1.6 | Control color properties with CSS. | 1 | 3 | 7 | 2.55 |
| 2.1.7 | Optimize images for web use. | 1 | 4 | 5 | 2.40 |
| 2.1.8 | Understand layering organization. | 2 | 3 | 5 | 2.30 |
| 2.1.9 | Understand masking and channels. | 4 | 5 | 1 | 1.70 |
| 2.1.10 | Understand typography use for the web. | 3 | 2 | 5 | 2.20 |
| 2.1.11 | Understand ethical use of copyrighted materials. | 1 | 1 | 8 | 2.70 |
| 2.1.12 | Use basic animation techniques. | 5 | 3 | 2 | 1.70 |
| 2.1.13 | Practice industry acceptable aesthetic techniques. | 2 | 2 | 6 | 2.40 |
| | | | | **Answered** | **11** |
| | | | | **Skipped** | **3** |

**Performance Standard 2.2:  Enhance Web Pages with List, Images and Background-Images**

| | Answer Choices | Nice to Know | Need to Know | Critical to Know | Rating Average |
|---|---|---|---|---|---|
| 2.2.1 | Control background images with CSS. | 1 | 2 | 8 | 2.64 |
| 2.2.2 | Float an image or text. | 1 | 1 | 9 | 2.73 |
| 2.2.3 | Control image properties with CSS. | 1 | 1 | 9 | 2.73 |
| 2.2.4 | Understand and use the clear property. | 1 | 1 | 9 | 2.73 |
| 2.2.5 | Change list style type and position. | 1 | 2 | 8 | 2.64 |
| 2.2.6 | Format and float headings. | 1 | 2 | 8 | 2.64 |
| 2.2.7 | Work with background properties. | 2 | 2 | 7 | 2.45 |
| | | | | **Answered** | **11** |
| | | | | **Skipped** | **3** |

| Performance Standard 2.3: Demonstrate Understanding of and Use the Box Model | | | | |
|---|---|---|---|---|
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 2.3.1 Understand resolution as it applies to the Box Model. | 1 | 3 | 7 | 2.55 |
| 2.3.2 Create boxes for layout. | 1 | 2 | 8 | 2.64 |
| 2.3.3 Size and position boxes. | 1 | 2 | 8 | 2.64 |
| 2.3.4 Determine how to control overflow for a box. | 1 | 3 | 7 | 2.55 |
| 2.3.5 Understand padding, margins, and border properties. | 1 | 2 | 8 | 2.64 |
| 2.3.6 Understand resolution as it applies to the Box Model. | 1 | 4 | 6 | 2.45 |
| 2.3.7 Create boxes for layout. | 1 | 3 | 7 | 2.55 |
| | | | **Answered** | **11** |
| | | | **Skipped** | **3** |

| Performance Standard 2.4: Demonstrate the Ability to Effectively Design and Layout Out Web Pages Using CSS | | | | |
|---|---|---|---|---|
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 2.4.1 Designing for multiple screen resolutions. | 1 | 1 | 9 | 2.73 |
| 2.4.2 Crafting the look and feel of a site. | 3 | 2 | 6 | 2.27 |
| 2.4.3 Creating a unified site design. | 3 | 3 | 5 | 2.18 |
| 2.4.4 Designing for the user. | 2 | 2 | 7 | 2.45 |
| 2.4.5 Designing for accessibility. | 2 | 7 | 2 | 2.00 |
| 2.4.6 Use the <div > tag to create formatting sections of a document. | 1 | 2 | 8 | 2.64 |
| 2.4.7 Use <span> tag to format elements in a document. | 1 | 4 | 6 | 2.45 |
| 2.4.8 Understand the positioning properties. | 1 | 1 | 9 | 2.73 |
| 2.4.9 Create a print style sheet. | 6 | 4 | 1 | 1.55 |
| 2.4.10 Use multiple style sheets. | 3 | 1 | 7 | 2.36 |
| | | | **Answered** | **11** |
| | | | **Skipped** | **3** |

| CONTENT STANDARD 3.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS | | | | |
|---|---|---|---|---|
| **Performance Standard 3.1: Appropriately Use Tables to Enhance their Web Pages** | | | | |
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 3.1.1 Discern the difference between data tables and layout tables. | 4 | 2 | 5 | 2.09 |
| 3.1.2 Understand the importance of using CSS for layout versus tables for layouts. | 2 | 2 | 7 | 2.45 |
| 3.1.3 Learn how to nest a data table within a CSS layout. | 4 | 4 | 3 | 1.91 |
| 3.1.4 Create styles to change the appearance of a table. | 4 | 4 | 3 | 1.91 |
| 3.1.5 Understand how to position cell contents. | 4 | 3 | 4 | 2.00 |
| 3.1.6 Understand how to position a table. | 3 | 4 | 4 | 2.09 |
| 3.1.7 Understand how to manipulate table cells. | 4 | 3 | 4 | 2.00 |
| | | | **Answered** | **11** |
| | | | **Skipped** | **3** |

| **Performance Standard 3.2: Demonstrate the Ability to Use Design and Layout Web Forms** | | | | |
|---|---|---|---|---|
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 3.2.1 Create an HTML form. | 0 | 1 | 10 | 2.91 |
| 3.2.2 Create fields for text. | 0 | 2 | 9 | 2.82 |
| 3.2.3 Create text boxes. | 0 | 2 | 9 | 2.82 |
| 3.2.4 Understand how to choose appropriate form controls. | 0 | 3 | 8 | 2.73 |
| 3.2.5 Create radio buttons, check boxes, and list boxes. | 0 | 1 | 10 | 2.91 |
| 3.2.6 Create selection lists. | 0 | 4 | 7 | 2.64 |
| 3.2.7 Talk about HTML Form validation (but don't use). | 1 | 3 | 7 | 2.55 |
| | | | **Answered** | **11** |
| | | | **Skipped** | **3** |

| | CONTENT STANDARD 4.0: UNDERSTAND WEB RELATED PLANING AND ORGANIZATIONAL STANDARDS | | | | |
|---|---|---|---|---|---|
| | **Performance Standard 4.1: Demonstrate Understanding of Website Architecture and Planning** | | | | |
| | **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 4.1.1 | The beginning stages of Web site development. | 2 | 2 | 6 | 2.40 |
| 4.1.2 | The importance of understanding a site's target audience and how that understanding can affect site development. | 1 | 2 | 7 | 2.60 |
| 4.1.3 | Methods for getting a site developed. | 1 | 2 | 7 | 2.60 |
| 4.1.4 | Baseline considerations for every site, including navigation, organization, graphic design, and content development. | 1 | 5 | 4 | 2.30 |
| 4.1.5 | Understand the Web site development process. | 1 | 5 | 4 | 2.30 |
| 4.1.6 | Create a site specification. | 2 | 7 | 1 | 1.90 |
| 4.1.7 | Identify the content goal. | 2 | 4 | 4 | 2.20 |
| 4.1.8 | Analyze their audience. | 3 | 3 | 4 | 2.10 |
| 4.1.9 | Build a Web site development team. | 3 | 4 | 3 | 2.00 |
| 4.1.10 | Create a site storyboard. | 4 | 4 | 2 | 1.80 |
| 4.1.11 | Publish their Web site. | 0 | 2 | 8 | 2.80 |
| 4.1.12 | Test their Web site. | 0 | 1 | 9 | 2.90 |
| | | | | **Answered** | **10** |
| | | | | **Skipped** | **4** |

| | **Performance Standard 4.2: Demonstrate Understanding of Site Organization and Navigation Principles** | | | | |
|---|---|---|---|---|---|
| | **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 4.2.1 | Create usable navigation. | 0 | 1 | 9 | 2.90 |
| 4.2.2 | Build text-based navigation. | 0 | 4 | 6 | 2.60 |
| 4.2.3 | Use graphics for navigation and linking. | 1 | 6 | 3 | 2.20 |
| 4.2.4 | Use lists for navigation. | 0 | 4 | 6 | 2.60 |
| 4.2.5 | Build horizontal navigation bars. | 0 | 4 | 6 | 2.60 |
| 4.2.6 | Build vertical navigation bars. | 1 | 5 | 4 | 2.30 |
| 4.2.7 | Use background color and graphics to enhance navigation. | 0 | 4 | 6 | 2.60 |
| 4.2.8 | Create hover rollovers. | 1 | 5 | 4 | 2.30 |
| | | | | **Answered** | **10** |
| | | | | **Skipped** | **4** |

| CONTENT STANDARD 5.0: UNDERSTAND THE RELATIONSHIP OF WEB MARKETING | | | | |
|---|---|---|---|---|
| **Performance Standard 5.1: Use Multimedia on the Web** | | | | |
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 5.1.1 Learn the basics of multimedia and executable content. | 2 | 5 | 3 | 2.10 |
| 5.1.2 Embed Social Media Widgets on a Web page. | 3 | 5 | 2 | 1.90 |
| 5.1.3 Explore the various formats available for Web-based video, the factors that determine which one to use. | 3 | 3 | 4 | 2.10 |
| 5.1.4 Determine the demographics of the viewing audience, what they're watching, and why. | 4 | 2 | 4 | 2.00 |
| 5.1.5 Investigate how and why companies are using Web-based video, and how audiences are responding to these efforts. | 4 | 3 | 3 | 1.90 |
| 5.1.6 Explore what goes into producing professional videos. | 6 | 2 | 2 | 1.60 |
| | | | **Answered** | **10** |
| | | | **Skipped** | **4** |

| Performance Standard 5.2: Demonstrate Brand and Marketing and Traffic Analysis | | | | |
|---|---|---|---|---|
| Answer Choices | Nice to Know | Need to Know | Critical to Know | Rating Average |
| 5.2.1 Identify the different types of sites that make up the Web, how each differs from the other, and how marketers can take advantage of each type of site. | 3 | 2 | 5 | 2.20 |
| 5.2.2 Understand the importance of keeping visitors coming back to a site. | 2 | 2 | 6 | 2.40 |
| 5.2.3 Learn the methods that sites utilize to increase customer retention. | 2 | 4 | 4 | 2.20 |
| 5.2.4 Explain the issues involved in copyrighting, trademarking, and licensing. | 2 | 2 | 6 | 2.40 |
| 5.2.5 Identify the issues related to working in a global environment. | 6 | 2 | 2 | 1.60 |
| 5.2.6 Define web-related mechanisms for audience development (attracting and retaining an audience). | 3 | 3 | 4 | 2.10 |
| 5.2.7 Identify how the Web is different from other marketing tools and the added value it can provide to marketers in developing brands. | 5 | 2 | 3 | 1.80 |
| 5.2.8 Discover how to promote and market your Web site to help drive new and returning traffic. | 4 | 1 | 5 | 2.10 |
| 5.2.9 Learn how marketers can track Web sites and what information relating to a Web site they can analyze. | 3 | 3 | 4 | 2.10 |
| | | | Answered | 10 |
| | | | Skipped | 4 |

| Performance Standard 5.3: Understand the Relationship Between the Web and Social Media | | | | |
|---|---|---|---|---|
| **Answer Choices** | **Nice to Know** | **Need to Know** | **Critical to Know** | **Rating Average** |
| 5.3.1 Define social media. | 1 | 3 | 5 | 2.44 |
| 5.3.2 Understand how and why social media grew to play such an important role in the Web. | 4 | 2 | 4 | 2.00 |
| 5.3.3 Explore the demographic breakdown of social media users and how their use of various applications differs. | 3 | 3 | 4 | 2.10 |
| 5.3.4 Investigate the various types of social networks, how social networking sites function, and how marketers use these sites to build an audience. | 3 | 4 | 3 | 2.00 |
| 5.3.5 Differentiate between Blogging and Content Management Systems. | 3 | 1 | 6 | 2.30 |
| 5.3.6 Examine benefits and potential pitfalls of using Blogging and Social Media. | 2 | 7 | 1 | 1.90 |
| 5.3.7 Explore Wikis and how they harness the collaborative nature of a user community. | 5 | 3 | 2 | 1.70 |
| 5.3.8 Add Fresh Content with RSS/XML feeds. | 6 | 2 | 2 | 1.60 |
| 5.3.9 Define "Mashups" and how they give marketers a unique opportunity to present features and information pulled together from other social media tools. | 4 | 4 | 2 | 1.80 |
| 5.3.10 Explore the creation of Virtual worlds, how people communicate using avatars. | 7 | 2 | 1 | 1.40 |
| | | | **Answered** | 10 |
| | | | **Skipped** | 4 |