

2023-2024 **Technical Skills Assessment**

Graphic Design

Legend (%) **Results by Standard** 51-75% 76-100% 0-50%

Assessment: Graphic Design	% Correct 20-		% Correct	% Correct
Number tested: 97	21	21-22	22-23	23-24
CONTENT STANDARD 1.0: THE GRAPHIC DESIGN INDUSTRY	41.82%	43.57%	30.71%	40.00%
Performance Standard 1.1: History of the Graphic Design Field	41.82%	43.57%	30.71%	40.00%
1.1.1 Research the history of technologies that advanced the graphic design industry.	67.27%	74.29%	54.29%	62.00%
1.1.4 Describe the importance of graphic designs influence on society.	16.36%	12.86%	7.14%	18.00%
CONTENT STANDARD 2.0: ELEMENTS AND PRINCIPLES OF DESIGN AND VISUAL COMMUNICATION	71.26%	71.87%	66.70%	71.64%
Performance Standard 2.1: Elements of Design	61.41%	64.44%	59.52%	63.89%
2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic w	64.55%	67.14%	66.43%	64.50%
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%	76.50%
2.1.3 Incorporate color, line, shape, texture, size, and value in student generated graphic work.	92.73%	98.57%	91.43%	91.00%
2.1.4 Understand the concepts of color theory.	46.36%	52.86%	44.64%	50.50%
Performance Standard 2.2: Principles of Design	80.61%	80.00%	74.05%	76.83%
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%	82.33%
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%	76.50%
2.2.3 Demonstrate the principles of design through various design techniques.	70.91%	75.71%	62.86%	61.00%
Performance Standard 2.3: Principles of Typography	68.26%	67.01%	60.65%	66.18%
2.3.1 Identify the anatomical components and qualities of type (i.e., x height, ascenders,	77.82%	74.86%	67.14%	74.20%
descenders, counters, etc.)				
2.3.2 Apply and adjust formatting to type.	51.52%	52.86%	48.10%	54.33%
2.3.3 Construct graphic works utilizing and manipulating type.	76.36%	79.29%	72.86%	75.00%
2.3.4 Demonstrate knowledge of the history of typography.	54.55%	45.71%	41.43%	44.00%

per tested: 97 promance Standard 2.4: Principles and Elements of Design to Layout 75.3 Apply effective use of negative space, composition, message structure, graphics, etc., to nic works.	34% 45% 09%	21-22 76.34% 62.86%	72.14%	23-24 77.81%
1 Apply effective use of negative space, composition, message structure, graphics, etc., to	45% 09%			77.81%
55.4	09%	62.86%	EO E70/	
nic works.	09%		53.57%	61.50%
6.65	0.40/	74.29%	64.29%	71.00%
4 Utilize rule of thirds, simplicity, and/or complexity, etc. in layout. 63.6	64%	57.14%	57.14%	60.00%
5 Demonstrate layout skills for print collaterals (i.e., magazines, newspapers, packaging,	36%	66.43%	61.07%	67.25%
pook, etc.).	30%			
6 Demonstrate layout skills for current digital media (i.e. mobile devices, tablets). 82.7	73%	87.86%	87.14%	90.50%
7 Explain the importance of consistency of design. 91.8	82%	90.00%	91.43%	93.00%
8 Explain the importance of usability. 89.0	09%	94.29%	84.29%	94.00%
9 Apply measurement tools and ratio analysis is to image positioning in graphic works.	64%	85.71%	82.86%	86.00%
11 Describe visual hierarchy and how it is used to control the viewers eyes through a	91%	87.14%	85.71%	88.00%
ment/webpage.	J 170	07.1470	00.11/0	00.0070
12 Explain the methods used to control visual hierarchy. 83.6	64%	75.71%	71.43%	87.00%
TENT STANDARD 3.0 PRODUCTION USING INDUSTRY STANDARD SOFTWARE 67.0	08%	66.88%	65.83%	64.92%
ormance Standard 3.1: Concept Development 56.3	36%	59.80%	63.67%	59.71%
1 Generate project ideas through the use of brainstorming, thumbnails, roughs, mock ups,	700/	E2 220/	E2 220/	E 4 220/
rames, etc.	70%	53.33%	53.33%	54.33%
2 Create a storyboard for a project. 61.8	82%	77.14%	72.86%	82.00%
3 Explain the importance of developing a message for a specific audience. 54.5	55%	53.57%	64.29%	51.50%
4 Synthesize information collected from communications with various stakeholders. 74.5	55%	74.29%	84.29%	70.00%
ormance Standard 3.2: Image Creation and Manipulation 75.2	20%	74.40%	72.74%	71.52%
1 Analyze differences and appropriate applications of vector based and bitmap images. 54.5	55%	54.52%	56.19%	49.17%
2 Use a variety of devices and media to import/download photos, images, and other digital	700/	70.00%	00.040/	00.05%
a content.	13%	79.29%	69.64%	69.25%
3 Incorporate the use of image manipulation and illustration software into final products. 88.6	64%	87.86%	88.93%	85.75%
4 Apply nondestructive image editing techniques such as layering and masking. 92.2	27%	92.50%	90.36%	93.50%
5 Practice using different selection tools and techniques to manipulate images. 75.7	76%	71.90%	69.05%	70.33%
6 Practice image composition, cropping, and the use of vector paths and raster channels in	450/	70.000/	OF 740/	75 50%
g and creating complex masks.	45%	70.00%	65.71%	75.50%
7 Practice composition and cropping. 89.0	09%	88.57%	92.86%	92.00%
8 Analyze differences and appropriate applications of vector based and bitmap images. 50.9	91%	50.00%	54.29%	45.00%

Number tested: 97	Assessment: Graphic Design	% Correct 20-		% Correct	% Correct
3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print. 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. 3.3.3 Understand the difference between gray scale, spot color, and process colors. 85.18% 44.29% 37.14% 41.00% 43.81% 66.57% 67.75% 68.57% 67.75% 34.1 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. 86.36% 80.00% 90.71% 76.50% 34.4.1 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. 86.36% 80.00% 90.71% 76.50% 34.5 Create projects that address the message and conceptual ideas for a specific audience. 86.36% 80.00% 90.71% 76.50% 34.4.1 Develop a workflow for a project. 3.5.2 Explain the design process in different media formats. 3.5.2 Explain the design process in different media formats. 3.5.2 Explain the design process in different media formats. 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 8.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 8.7.5% 81.14% 78.00% 82.40% 41.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.2 Research laws governing brand issues, tr		21			
including web, video, audio, and print. 3.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEK, LAB, CMYK and Pantone), and explain how they relate to HSB. 3.3.3 Understand the difference between gray scale, spot color, and process colors. 3.4.1 Develop a workflow for a project. 3.4.1 Develop a workflow for a project. 3.4.2 Explain the design process in different media formats. Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. Performance Standard 3.6: Branding and Corporate Identity. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. Performance Standard 4.1: Copyright and Intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.4 Research laws governing brand issues, trademark, and other proprietary rights. 6.1.4 Analyze branding brand sissues, trademark, and other proprietary rights. 6.1.5 Analyze or a project is the property Law 6.1.6 Research laws governing brand issues, trademark, and other proprietary rights. 6.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 6.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 6.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 6.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 6.1.2 Research laws governing brand issues, trademark and other proprietary rights. 6.1.2 Video Research laws governing brand issues, trademark and other proprietary rights. 6.1.2 Research laws governing brand issues, trademark and other proprietary rights, and the importance of using a	Performance Standard 3.3: Media Outputs	53.41%	56.25%	50.36%	49.63%
including web, video, audio, and print. 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. 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. 3.3.3 Understand the difference between gray scale, spot color, and process colors. Performance Standard 3.4 (reaphic Design Workflow 3.4.1 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. 3.5.2 Explain the design process in different media formats. 3.6.1 Analyze branding and corporate Identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 43.64% 44.29% 47.86% 52.50% CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN Ferformance Standard 4.1: Copyright and Intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 5.2.2 Understand the elements of the critique process, including a respect for peer work and the importance of using a release form. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 6.1 Mathematical Skills for Visual Communications 51.27.3% 66.57% 84.29% 64.00% 65.14 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COM	3.3.1 Use appropriate resolution, compression, and file formats for various media outputs	67 27%	69 57%	62 21%	62.75%
HEX, LAB, CMYK and Pantone), and explain how they relate to HSB. 3.3.3 Understand the difference between gray scale, spot color, and process colors. Performance Standard 3.4: Graphic Design Workflow 3.4.1 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. Performance Standard 3.6: Branding and Corporate Identity 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN Performance Standard 4.1: Copyright and Intellectual Property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.4 Usage and receive dispassionate and constructive criticism. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 5.2.2 Understand the elements of the critique process, including a respect for peer work and the limportance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.1: Wathematical Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00%	including web, video, audio, and print.	07.27%	00.57 /0	03.21/0	02.1370
HEX, LAB, CMYK and Pantone), and explain how they relate to HSB. 3.3.3 Understand the difference between gray scale, spot color, and process colors. Performance Standard 3.4: Graphic Design Workflow 3.4.1 Develop a workflow for a project. 3.4.2 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. 3.5.2 Explain the design process in different media formats. 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN 4.1.1 Research laws governing copyright, intellectual Property Law 4.1.2 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO S7.27 & 88.57 & 87.14 & 89.00% 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. CONTENT STANDARD 5.0 PORTFOLIO S8.57 & 84.29 & 44.00% S8.57	3.3.2 Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB,	40.00%	//2/0/	27 60%	2F 00%
Performance Standard 3.4: Graphic Design Workflow 3.4.1 Develop a workflow for a project. 3.4.1 Develop a workflow for a project. 3.4.2 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. Performance Standard 3.6: Branding and Corporate Identity 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN Performance Standard 4.1: Copyright and Intellectual Property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing copyright, intellectual property (including font usage, photography, illustration and video rights), and software licensing. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.4.1 Olderstand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standard 5.1: Mathematical Skills for Visual Communications 7.2.7% 68.57% 84.29% 64.00% 72.00% 7	HEX, LAB, CMYK and Pantone), and explain how they relate to HSB.	40.00%	45.61%	37.02%	35.00%
3.4.1 Develop a workflow for a project. 3.4.3 Create projects that address the message and conceptual ideas for a specific audience. 62.73% 58.57% 56.43% 59.00% Performance Standard 3.5: Design and Production Process 38.18% 24.29% 32.86% 41.00% 3.5.2 Explain the design process in different media formats. Performance Standard 3.6: Branding and Corporate Identity 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 4.1.4 Research laws governing copyright, intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. 20NTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. 70.00 MATHEMATICAL SKILLS 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.74.4 Demonstrate appropriate communication skills for Visual Communications 72.73% 68.57% 84.29% 64.00% 72.700 MININICATION SKILLS 81.82% 81.43% 80.00% 72.00% 87.2.00% 87.2.00% 87.2.1 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etc. 18.28% 81.44% 80.00% 72.00% 87.2.00 DIGITAL MEDIA	3.3.3 Understand the difference between gray scale, spot color, and process colors.	38.18%	44.29%	37.14%	41.00%
3.4.3 Create projects that address the message and conceptual ideas for a specific audience. 62.73% 58.57% 56.43% 59.00% Performance Standard 3.5: Design and Production Process 35.12 Explain the design process in different media formats. 3.5.2 Explain the design process in different media formats. 82.429% 32.86% 41.00% 36.13.8 and 36.15 Branding and Corporate Identity 60.61% 60.00% 61.90% 67.00% 36.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 43.64% 44.29% 47.86% 52.50% 36.2 Create a visual that appropriately represents the brands identity in multiple media formats. CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN 78.55% 81.14% 78.00% 82.40% 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 7.2.73% 68.57% 84.29% 64.00% 72.00% 81.82% 81.43% 80.00% 72.00% 81.82% 81.43% 80.00% 72.00% 87.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, 40.00% 42.86% 41.43% 80.00% 72.00% 87.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, 40.00% 42.86% 41.43% 82.50%	Performance Standard 3.4: Graphic Design Workflow	74.55%	69.29%	68.57%	67.75%
Performance Standard 3.5: Design and Production Process 3.5.2 Explain the design process in different media formats. 38.18% 24.29% 32.86% 41.00% 3.5.2 Explain the design process in different media formats. 38.18% 24.29% 32.86% 41.00% 3.6.1 Analyze branding and corporate identity is purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents dentity in multiple media formats. 3.6.2 Create a visual that appropriately represents in multiple media formats. 3.6.2 Create a visual that appropriately 4.29% 4.29% 82.40% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73% 82.73%	3.4.1 Develop a workflow for a project.	86.36%	80.00%	80.71%	76.50%
3.5.2 Explain the design process in different media formats. Performance Standard 3.6: Branding and Corporate Identity 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 4.1.2 Now Exploration 1.1 (1997) 4.1.3 Discuss consequence Standard 4.1: Copyright and Intellectual Property Law 4.1.4.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.4.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO 8.7.2.7% 88.5.7% 87.14% 89.00% 8.7.14% 89.00% 8.7.2.7% 88.5.7% 87.14% 89.00% 8.7.14% 89.00% 8.7.2.7% 68.5.7% 84.29% 64.00% 6.1.4 Apply basic ratio and proportion problems. 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7.2.7.3% 68.5.7% 84.29% 64.00% 7	3.4.3 Create projects that address the message and conceptual ideas for a specific audience.	62.73%	58.57%	56.43%	59.00%
Performance Standard 3.6: Branding and Corporate Identity 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN Performance Standard 4.1: Copyright and Intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standard 5.1: Mathematical Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 81.82% 81.43% 80.00% 72.	Performance Standard 3.5: Design and Production Process	38.18%	24.29%	32.86%	41.00%
Performance Standard 3.6: Branding and Corporate Identity 3.6.1 Analyze branding and corporate identity, its purpose and constituents. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN Performance Standard 4.1: Copyright and Intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 18.2% 81.43% 80.00% 72.	3.5.2 Explain the design process in different media formats.	38.18%	24.29%	32.86%	41.00%
3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 94.55% 91.43% 90.00% 96.00% CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN 78.55% 81.14% 78.00% 82.40% Performance Standard 4.1: Copyright and Intellectual Property Law 78.55% 81.14% 78.00% 82.40% 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 65.45% 67.14% 64.29% 74.00% 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 67.27% 70.00% 68.57% 74.00% 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO 87.27% 88.57% 87.14% 89.00% 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS 72.73% 68.57% 84.29% 64.00% Performance Standards 6.1: Mathematical Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% CONTENT STANDARD 7.0 COMMUNICATION SKILLS 81.82% 81.43% 80.00% 72.00% Performance Standard 7.1: Communication Skills for Visual Communications 81.82% 81.43% 80.00% 72.00% T.1.4 Demonstrate appropriate communication skills five Lelephone, email, texting, social media, e CONTENT STANDARD 9.0 DIGITAL MEDIA	Performance Standard 3.6: Branding and Corporate Identity	60.61%	60.00%	61.90%	67.00%
3.6.2 Create a visual that appropriately represents the brands identity in multiple media formats. 94.55% 91.43% 90.00% 96.00% CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN 78.55% 81.14% 78.00% 82.40% Performance Standard 4.1: Copyright and Intellectual Property Law 78.55% 81.14% 78.00% 82.40% 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 65.45% 67.14% 64.29% 74.00% 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 67.27% 70.00% 68.57% 74.00% 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO 87.27% 88.57% 87.14% 89.00% 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS 72.73% 68.57% 84.29% 64.00% Performance Standards 6.1: Mathematical Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% CONTENT STANDARD 7.0 COMMUNICATION SKILLS 81.82% 81.43% 80.00% 72.00% Performance Standard 7.1: Communication Skills for Visual Communications 81.82% 81.43% 80.00% 72.00% T.1.4 Demonstrate appropriate communication skills five Lelephone, email, texting, social media, e CONTENT STANDARD 9.0 DIGITAL MEDIA	3.6.1 Analyze branding and corporate identity, its purpose and constituents.	43.64%	44.29%	47.86%	52.50%
Performance Standard 4.1: Copyright and Intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills (i.e. telephone, email, texting, social media, etc.) CONTENT STANDARD 9.0 DIGITAL MEDIA 72.00%		94.55%	91.43%	90.00%	96.00%
Performance Standard 4.1: Copyright and Intellectual Property Law 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills (i.e. telephone, email, texting, social media, etc.) CONTENT STANDARD 9.0 DIGITAL MEDIA 72.00%	CONTENT STANDARD 4.0 ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN	78.55%	81.14%	78.00%	82.40%
4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etc.) 4.1.5 85.71% 85.50% 87.14% 85.71% 86.57% 87.14% 89.00% 87.27% 88.57% 87.14% 89.00% 87.27% 88.57% 87.14%	Performance Standard 4.1: Copyright and Intellectual Property Law	78.55%	81.14%	78.00%	82.40%
illustration, audio and video rights), and software licensing. 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% 72.00% 72.00% 71.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, texting, social media, email and constructive decommunication shills (i.e. telephone, email, tex	., .				
4.1.2 Research laws governing brand issues, trademark, and other proprietary rights. 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 72.73% 68.57% 81.43% 80.00% 72.00%		82.73%	87.14%	85.71%	85.50%
4.1.3 Discuss consequences of violating copyright, privacy, and data security laws. 4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, emails and constructive data security laws. 67.27% 70.00% 68.57% 74.00% 94.29% 85.71% 93.00% 87.27% 88.57% 87.14% 89.00% 87.27% 68.57% 84.29% 64.00% 64.00% 72.73% 68.57% 84.29% 64.00% 72.73% 68.57% 84.29% 64.00% 72.00% 72.00% 72.00% 72.00% 72.00% 72.00%		65.45%	67.14%	64.29%	74.00%
4.1.6 Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etc.) 85.71% 94.29% 85.71% 87.14% 89.00% 87.27% 88.57% 87.14% 89.00% 87.273% 68.57% 84.29% 64.00% 64.00% 64.00% 72.00% 72.00% 72.00% 72.00% 72.00% 72.00% 72.00% 72.00%		67.27%	70.00%	68.57%	74.00%
importance of using a release form. CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 72.73% 88.57% 87.14% 89.00% 87.27% 88.57% 87.14% 89.00% 87.27% 68.57% 84.29% 64.00% 6.1.4 Apply basic ratio and proportion problems. 72.73% 68.57% 84.29% 64.00% 6.1.4 Apply basic ratio and proportion problems. 72.73% 81.82% 81.43% 80.00% 72.00% 72.00% 71.14 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etal.) CONTENT STANDARD 9.0 DIGITAL MEDIA			2.4.2224	0==101	
CONTENT STANDARD 5.0 PORTFOLIO Performance Standard 5.2: Evaluating Portfolios 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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 72.73% 88.57% 87.14% 89.00% 87.27% 88.57% 84.29% 64.00% 64.00% 68.57% 84.29% 64.00% 67.00% 72.00% 72.00% 72.00% 72.00% 72.00% 73.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, etalogous descriptions and proposition problems. CONTENT STANDARD 9.0 DIGITAL MEDIA		94.55%	94.29%	85.71%	93.00%
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. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 72.73% 68.57% 84.29% 64.00% 6.1.4 Apply basic ratio and proportion problems. 72.73% 68.57% 84.29% 64.00% 6.1.4 Apply basic ratio and proportion problems. 72.73% 68.57% 84.29% 64.00% 81.82% 81.43% 80.00% 72.00% Performance Standard 7.1: Communication Skills for Visual Communications 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, e CONTENT STANDARD 9.0 DIGITAL MEDIA		87.27%	88.57%	87.14%	89.00%
ability to give and receive dispassionate and constructive criticism. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 72.73% 88.57% 84.29% 64.00% 64.00% 68.57% 84.29% 64.00% 68.57% 81.82% 81.43% 80.00% 72.00%	Performance Standard 5.2: Evaluating Portfolios	87.27%	88.57%	87.14%	89.00%
ability to give and receive dispassionate and constructive criticism. CONTENT STANDARD 6.0 MATHEMATICAL SKILLS Performance Standards 6.1: Mathematical Skills for Visual Communications 6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 81.82% 81.43% 80.00% 72.00% 71.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, emails, e	5.2.2 Understand the elements of the critique process, including a respect for peer work and the	27.27.4	20 ==0/	07.4404	22.224
Performance Standards 6.1: Mathematical Skills for Visual Communications72.73%68.57%84.29%64.00%6.1.4 Apply basic ratio and proportion problems.72.73%68.57%84.29%64.00%CONTENT STANDARD 7.0 COMMUNICATION SKILLS81.82%81.43%80.00%72.00%Performance Standard 7.1: Communication Skills for Visual Communications81.82%81.43%80.00%72.00%7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, e81.82%81.43%80.00%72.00%CONTENT STANDARD 9.0 DIGITAL MEDIA40.00%42.86%41.43%32.50%	ability to give and receive dispassionate and constructive criticism.	87.27%	88.57%	87.14%	89.00%
6.1.4 Apply basic ratio and proportion problems. CONTENT STANDARD 7.0 COMMUNICATION SKILLS Performance Standard 7.1: Communication Skills for Visual Communications 72.73% 81.82% 81.43% 80.00% 72.00% 81.82% 81.43% 80.00% 72.00% 72.00% 71.14 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, email,	CONTENT STANDARD 6.0 MATHEMATICAL SKILLS	72.73%	68.57%	84.29%	64.00%
CONTENT STANDARD 7.0 COMMUNICATION SKILLS81.82%81.43%80.00%72.00%Performance Standard 7.1: Communication Skills for Visual Communications81.82%81.43%80.00%72.00%7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, e81.82%81.43%80.00%72.00%CONTENT STANDARD 9.0 DIGITAL MEDIA40.00%42.86%41.43%32.50%					
Performance Standard 7.1: Communication Skills for Visual Communications 81.82% 81.43% 80.00% 72.00% 7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, e CONTENT STANDARD 9.0 DIGITAL MEDIA 81.82% 81.43% 80.00% 72.00% 40.00% 41.43% 80.00% 72.00% 72.00%					
7.1.4 Demonstrate appropriate communication skills (i.e. telephone, email, texting, social media, e 81.82% 81.43% 80.00% 72.00% CONTENT STANDARD 9.0 DIGITAL MEDIA 40.00% 42.86% 41.43% 32.50%					
CONTENT STANDARD 9.0 DIGITAL MEDIA 40.00% 42.86% 41.43% 32.50%					
Performance Standard 9.1: Graphic Design in Digital Media 40.00% 42.86% 41.43% 32.50%					
9.1.1 Understand the relationship of graphic design in context of web design. 40.00% 42.86% 41.43% 32.50% 40.00% 42.86% 32.50%					

Assessment: Graphic Design Number tested: 97	% Correct 20- 21	% Correct 21-22	% Correct 22-23	% Correct 23-24
CONTENT STANDARD 10.0 APPLIED ART	96.36%	94.29%	91.43%	88.00%
Performance Standard 10.1: Traditional and Digital Design	96.36%	94.29%	91.43%	88.00%
10.1.2. Create 2D or3D works of design in analog and digital formats.	96.36%	94.29%	91.43%	88.00%