



ADON INSTITUTE OF TECHNOLOGY AND ANIMATION



ADOBE CERTIFIED PROFESSIONAL (ACP) HANDBOOK

AUTHORIZED TESTING CENTER FOR





Adobe Certified Professional in Document Creation and Management Using Adobe Acrobat Pro

Course ID: ACP-AC / AITA-AC

Training Program: Certificate in Document Creation & Management
Using Adobe Acrobat Pro

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * *Registration and exam fees are non-refundable.*
- * *Candidates must take the exam within six months from the date of paying the exam fees.*
- * *Registration fees must be paid at the time of application.*
- * *Exam fees are due at the start of the course.*
- * *The remaining course fees must be paid before taking the exam.*
- * *All fees are subject to change in the event of significant fluctuations in the USD exchange rate.*



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Document Creation and Management Using Adobe Acrobat Pro

Adobe Certified Professional certifications, delivered by Certiport, are the official, industry-recognized credentials that validate entry-level proficiency in Adobe Creative Cloud applications and foundational knowledge for digital media careers.

The *Document Creation and Management Using Adobe Acrobat Pro* exam is 50-minutes in length, comprised of two sections– selected-response items followed by live-in-the-app tasks inside Acrobat Pro– and designed with the following Target Candidate in mind:

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of document management procedures and principles to perform basic or routine tasks involved in their job role with limited assistance from peers, product documentation, or support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use Acrobat Pro and usually does not have to refer basic questions to others. They can speak credibly to other users or clients about what can be done with Acrobat Pro and how to use it effectively.

To learn more, visit certiport.com/adobe and certifiedprofessional.adobe.com.

1. Working in Document Management

These objectives cover critical concepts related to working with colleagues and clients as well as crucial legal, technical, and document management-related knowledge.

1.1 Identify the purpose, audience, and audience needs when preparing documents.

- 1.1.a** Determine whether content is relevant to the purpose, audience, audience needs, user experience, and has an appropriate configuration for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

- 1.1.b** Identify requirements based on how the document will be used, including web, print, and mobile.

1.2 Communicate with colleagues and clients about document development.

- 1.2.a** Demonstrate knowledge of techniques for communicating about document development with peers and clients.

i. *Key Terms: document requirements, specifications, versions, change orders, drafts, etc.*

1.2.b Demonstrate knowledge of basic project management concepts.

i. *Key Terms: project scope, scope creep, document sharing, cloud collaboration and file management*

1.3 Determine the appropriate type of copyright, permissions, and licensing required to use specific content.

1.3.a Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.

i. *Key Concepts: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, images, graphics, rich media, etc.*

1.4 Demonstrate an understanding of best practices for the design and layout of a professional document.

1.4.a Demonstrate knowledge of document specification terminology.

i. *Key Terms: resolution, file types (*.txt, *.pdf, *.rtf, *.md, *.jpg, *.png, *.svg, *.docx, *.pptx, *.xlsx, *.xml, *.html, etc.), document output file sizes, typeface, resizing, aspect ratio, units of measurement (inches, pixels, centimeters), metadata, etc.*

1.4.b Define document layout terms and principles.

i. *Key Terms: orientation, text justification and alignment, line and paragraph spacing, foreground, background, color, hierarchy (outline), readability spacing, grids, callouts, pull quotes, title, header, block quote, footer, caption, table of contents, index, page size, page orientation, facing pages, column, gutter, margin, etc.*

1.4.c Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability.

i. *Key Terms: font (typeface), size, style (bold, italics, underline), color, alignment, tracking (character spacing), leading (line spacing), horizontal scale, line length, serif vs. sans-serif, etc.*

1.4.d Recognize the need for embedding fonts.

i. *Key Terms: 12 basic principles of animation (squash and stretch, anticipation, staging, straight ahead action and pose to pose, follow through and overlapping action, slow in and slow out, arc, secondary action, timing, exaggeration, solid drawing, and appeal), etc.*

2. Acrobat Workspace

These objectives cover the interface setup and program settings that assist in an efficient and effective workflow.

2.1 Navigate and organize the application workspace.

2.1.a Prepare Acrobat to work on a document.

i. *Key Concepts: All tools view, minimize, expand, add, remove, and reposition tools*

2.1.b Configure application preferences.

i. *Key Concepts: Commenting, Documents, Full Screen, General, Page Display, Convert From PDF, Convert to PDF, Units and Guides, Accessibility*

2.2 Use non-printing design tools in the interface to aid in design or workflow.

2.2.a Use rulers.

- i. Key Concepts: showing and hiding rulers, changing the measurement unit on rulers, Guides, etc.

2.2.b Navigate, view and zoom in documents to work efficiently.

- i. Key Concepts: Full-screen mode, Single Page View, Enable Scrolling, Two Page View, Two Page Scrolling, Dynamic Zooming, Read Mode, Zoom to Page Level, Marquee Zoom, Loupe Tool, Page Navigation, Automatic Scroll, Reflow Mode, Grids, Snap to Grid, Line Weight, etc.

3. Creating and Organizing PDFs

These objectives cover methods of creating a PDF and a PDF portfolio, as well as organizing the pages.

3.1 Create a document from the appropriate source.

3.1.a Create a PDF from a single file.

- i. File types: Word, Excel, PowerPoint, Photoshop, Illustrator, InDesign, Text file

3.1.b Create a PDF from multiple files.

- i. Key features: Combine files into a single PDF, creating multiple PDFs at the same time

3.1.c Create a PDF from a scanner.

3.1.d Create a PDF from a web page.

3.1.e Create a PDF from the clipboard.

3.2 Set appropriate document settings for printed and onscreen viewing.

3.2.a Set Initial View properties.

- i. Key Concepts: layout, magnification, facing pages, initial page, navigation tab

3.2.b Set Page Boxes.

- i. Key Concepts: width, height, margins, orientation, pages, XOffset and YOffset, page range, etc.

3.3 Organize pages.

3.3.a Insert, delete, and reorder pages in a document.

- i. Key Tools: inserting/deleting pages, selecting pages, rearranging pages, extracting, splitting, rotating, replacing, page labels (numbering), page transitions

3.4 Create and edit portfolios.

3.4.a Create, edit, and organize multiple files into a PDF Portfolio.

- i. Key Tools: adding/deleting, drag and drop, previewing, editing, sorting, searching
- ii. Key Concepts: independence of source files, reusing files in multiple portfolios

4. Editing PDFs

These objectives cover the tools that allow you to add and format content on each page.

4.1 Add and format text.

4.1.a Use type tools to add text.

- i. Key Tools: text frames, Add Text tool

4.1.b Use appropriate text settings.

i. Key Settings: font, font style (bold, italic, superscript, subscript), size, character spacing, line spacing, horizontal and paragraph spacing, and color, alignment, numbered and bulleted lists, justification.

4.1.c Recognize text to make it editable.

i. Key Tools: Scan & OCR

4.2 Add assets to a PDF.

4.2.a Add images.

4.2.b Attach files.

4.2.c Add Rich Media.

4.2.d Add Headers and Footers.

4.3 Select and modify objects.

4.3.a Select objects.

i. Key Tools: keyboard modifiers, selecting multiple objects

4.3.b Transform objects.

i. Key Tools: moving, cut, copy, paste, flip, arrange, rotate, align, crop image

4.4 Add and remove links and bookmarks.

4.4.a Add links to documents.

4.4.b Add bookmarks to documents.

4.5 Prepare forms.

4.5.a Create and modify forms.

i. Key Elements: text fields, check boxes, radio buttons, lists, drop-down lists, buttons, data fields, signature fields, bar code fields

ii. Key Tools: align, center, match size, distribute

iii. Key Functions: Importing data, exporting data, merging data, clearing form, preparing form for e-signature, changing field properties, duplicating across pages, creating multiple copies

5. Sharing and Reviewing PDFs

These objectives cover the collaboration features of Acrobat.

5.1 Share and review documents.

5.1.a Share PDFs.

i. Key Tools: Share File/Send for Comment

5.1.b Annotate documents.

i. Key Tools: Add sticky note, Highlight text, Underline, Strikethrough, Add note to replace text, Insert text a cursor, Add text comments, Add text box, Erase drawing, Add stamp, Add new attachment, Drawing tools, Keep tool selected, Change color, Line thickness, add Watermarks

5.2 Use Acrobat proofreading and error correction tools.

5.2.a Use various tools to revise and refine project content.

i. Key Tools: find/replace, advanced search, modify dictionary, dictionary language, spell check

6. Protecting, Standardizing, and Exporting

These objectives cover ensuring a document meets accessibility standards, redacting private data, exporting, and printing documents in multiple formats.

6.1 Make the document accessible.

6.1.a Add accessibility features to a document.

i. Key Concepts: Alternate text, document title, document description, Accessibility Setup Assistant

6.2 Redact documents.

6.2.a Prepare documents for external users.

i. Key Tools: Redact documents

6.3 Protect documents.

6.3.a Secure documents.

i. Key Tools: Protect using password, Remove hidden information, Encrypt with password, prevent editing/printing

6.4 Export and print PDFs.

6.4.a Save, export, or distribute in appropriate formats for print, screen or online.

i. Key Formats: PDF, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Image, HTML Page, Rich Text Format, Plain Text, including associated settings

6.4.b Reduce file size or compress PDF.

6.4.c Print documents.

i. Key Concepts: Page sizing and handling options, Comments, Orientation, Print on both sides of paper, printing grayscale, page range, number of copies

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects 2021 (v 18.x)

Course ID: ACP-AE / AITA-AE

Training Program: Certificate in Visual Effects and Motion Graphics
Using Adobe After Effects

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

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Practice Test Fees: LKR 5,000

Important Notes:

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Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects 2021 (v 18.x)

All objectives must be mastered at a level appropriate to the Target Candidate.

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product and is familiar with product features and capabilities, as well as with relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of video composition and motion graphics principles to perform basic or routine tasks involved in her or his job role with limited assistance from peers, product documentation or support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use After Effects and usually does not have to refer basic questions to others. He or she can speak credibly to other users or clients about what can be done with After Effects and how to use it effectively.

Details about software concepts can be found on the Adobe After Effects Learn & Support website at <https://helpx.adobe.com/support/after-effects.html>.

1. Working in the Visual Effects and Motion Graphics Industry

This objective covers critical concepts related to working with colleagues and clients, as well as crucial legal, technical, and design-related knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing visual effects and motion graphics projects.

- 1.1.a** Determine whether content is relevant to the purpose, the audience, and their needs.

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

- 1.1.b** Identify requirements based on how the video will be delivered, distributed, and/or consumed.

i. Key Terms: Email file size limits, compression, codec and architecture, input and output file formats, aspect ratio

ii. Key Concepts: Select the correct codec and architecture based on format and delivery requirements

1.2 Communicate with colleagues and clients about project plans.

- 1.2.a** Demonstrate knowledge of techniques for communicating ideas about project plans with peers and clients.

i. Key Terms: Pre-production: planning, shot list, script writing, storyboarding, design compositions or sketches, style guides, and animatics

- 1.2.b** Demonstrate knowledge of basic project management concepts.

i. Key Terms: project specifications, milestones, deadlines, deliverables, and file types

1.3 Determine the type of intellectual property rights, permissions, and licensing required to use specific content.

1.3.a Identify legal and ethical considerations for using third-party content.

- i. Key Terms: Creative Commons, public domain, copyright, intellectual property, derivative work, commercial use, attribution, work for hire, fair use/fair dealing*

1.3.b Identify when and how to obtain permissions to use images, audio, or footage.

- i. Key Terms: model release, location permitting, property release, rights, permissions, licensing*
- ii. Key Concepts: permission to use an image is separate from permission to use a person's face or a restricted location, etc.*

1.4 Demonstrate an understanding of key terminology and tools related to digital audio and video.

1.4.a Demonstrate knowledge of digital video and audio terminology.

- i. Key Terms: frame rate, aspect ratio, title/action safe zones (areas), image and video resolution, file formats, video and audio codecs, pixels, rendering, monitoring audio*

1.4.b Demonstrate knowledge of how color is represented in digital video.

- i. Key Terms: white balance, bit depth, and working color spaces (RGB, CMYK, YUV, HLS).*
- ii. Key Concepts: Choosing the right color space*

1.4.c Understand and use key terms related to video and audio post-production.

- i. Key Terms: editing, transitions, audio levels, waveforms, effects, etc.*

1.5 Demonstrate knowledge of common animation, visual effects (VFX), and design principles.

1.5.a Demonstrate knowledge of common animation terms and principles.

- i. Key Terms: easing, squashing, stretching, anticipation, staging, straight-ahead action and pose-to-pose, follow through and overlapping action, slow in and slow out, arc, secondary action, timing, exaggeration, solid drawing, appeal, etc.*

1.5.b Demonstrate knowledge of standard compositing techniques.

- i. Key Terms: lighting, color, scale and perspective, working in 3D space, rotoscoping, masking, blending modes, match moving, etc.*

1.5.c Define common cinematic composition terms and principles.

- i. Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, cropping, depth of field, field of view, etc.*

1.5.d Identify general design principles and guidelines for motion graphics.

- i. Key Terms: space, line, shape, form, color, texture, emphasis/focal point, unity/harmony, variety, balance, alignment, proximity, repetition, rhythm, scale, movement, negative space, gestalt, etc.*

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about importing digital assets for a project.

2.1 Create and modify projects and compositions.

2.1.a Choose appropriate project settings to meet requirements.

i. Key Concepts: project location on drive(s), folders with media assets, Video Rendering and Effects (GPU), etc.

2.1.b Create and modify compositions to match the delivery requirements.

i. Key Concepts: frame rate, resolution, duration, dimensions, aspect ratio, presets, adjusting the work area, background color, naming compositions, composition from footage, etc.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify, navigate, and manipulate elements of the After Effects interface.

i. Key Concepts: menus, toolbars, panels, navigating, and zooming, search within panels, etc.

ii. Key Panels: Project panel, Timeline panel, Composition panel, Preview panel, Effects & Presets panel, Effect Controls panel, Layer panel, etc.

2.2.b Customize and manage workspaces.

i. Key Concepts: using/switching workspaces; showing, hiding, grouping, and docking panels; Workspace panel, shortcuts, menus; customizing, saving, and resetting workspaces

2.2.c Configure application preferences.

i. Key Settings: Appearance, Auto-Save, Grids & Guides, Media & Disk Cache, Memory, Previews, etc.

2.3 Use non-visible design tools in the interface to aid in video workflow.

2.3.a Controlling and working with the timeline and media.

i. Key Concepts: panning, zooming, playing, pausing, keyboard shortcuts (spacebar, mouse wheel, etc.), timecodes, current time indicators (playhead), etc.

2.3.b Use markers.

i. Key Concepts: composition (timeline) and layer (clip) markers

2.3.c Use guides and grids.

i. Key Concepts: title/action safe zones (areas); adding, removing, locking, and unlocking guides; setting color; hiding and showing guides and grids; using snap or align options; rulers

2.4 Import assets into a project.

2.4.a Import media from various sources.

i. Key Concepts: compatible files, importing layers from Photoshop (.psd) and Illustrator (.ai) files, Adobe Dynamic Link, understanding that all files are linked, dragging and dropping, image sequences

2.4.b Manage assets/footage in an After Effects project.

i. Key Concepts: finding, replacing, and reloading linked media files; interpreting footage; organizing assets using folders, placeholders, metadata, etc.

3. Organizing Projects

This objective covers composition structure such as layers and managing composition structure for efficient workflow.

3.1 Use the Timeline panel.

3.1.a Recognize the different types of layers in the Timeline panel.

i. Key Layer Types: footage, text, solid, shape, camera, adjustment, light, null object, and pre-comp

3.1.b Use the Timeline panel to manage layers.

i. Key Concepts: quality and sample; adding, deleting, locking, unlocking, renaming, and reordering layers; managing labels; using switches and modes; etc.

3.1.c Manage multiple layers in a complex composition.

i. Key Concepts: pre-composing, parenting, null objects, render order, synchronizing/aligning audio with visual effects, etc.

3.2 Modify layer visibility using opacity, blending modes, track mattes, and masks.

3.2.a Adjust a layer's visibility.

i. Key Concepts: hiding and showing layers; solo, shy, and mute layers; blending modes, opacity

3.2.b Create, apply, and manipulate masks and track mattes.

i. Key Concepts: layer masks, track mattes, tools for creating masks

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application, as well as tools that affect the visual appearance of composition elements.

4.1 Use core tools and features to create content.

4.1.a Create visual elements using a variety of tools.

i. Key Concepts: solids, shape layers, and creating shapes from vector layers

ii. Key Tools: Shape (e.g. Rectangle, etc.), Pen, and vector editing (e.g. Add Vertex, etc.) tools

4.1.b Place assets into a composition.

i. Key Concepts: asset placement, temporal (timeline) position, spatial (coordinates) position, layer stacking order

4.2 Create, manipulate, and animate text.

4.2.a Create text in a composition.

i. Key Concepts: point text, paragraph text, adding a path to text

4.2.b Adjust character settings.

i. Key Settings: font, size, style, kerning, tracking, leading, horizontal and vertical scale, etc.

4.2.c Adjust paragraph settings.

i. Key Settings: alignment, indentation (e.g. Indent left margin, etc.), paragraph spacing, and left-to-right text direction.

4.2.d Animate text.

i. Key Concepts: apply and adjust preset animations.

4.3 Adjust footage for use in compositions.

4.3.a 4.3 a Adjust layers using a variety of tools.

i. Key Concepts: moving, sequencing, trimming, and splitting layers; setting In and Out points in the Footage panel

4.4 Modify digital media within a project.

4.4.a Transform visual elements in the composition.

i. Key Terms: scaling, rotating, flipping, moving, fitting to, etc.

4.4.b Change the speed of a video clip.

i. Key Concepts: time remapping, time stretching, creating freeze frames. changing speed, time reverse.

4.5 Manipulate digital video.

4.5.a Use basic auto-correction methods and tools.

i. Key Tools: stabilization and color correction.

4.6 Add and modify effects and presets.

4.6.a Apply and adjust a video effect or preset to a layer.

i. Key Concepts: adding and adjusting video effect properties in the Effect Controls panel and timeline

4.6.b Use 3D space to modify composition elements.

i. Key Concepts: X, Y, and Z axes; two-dimensional objects in three-dimensional space; cameras; lighting; animating objects

4.6.c Create composites.

i. Key Concepts: keying, opacity, masking effects, mattes, and alpha channels

4.6.d Apply and modify effects and presets on multiple layers.

i. Key Concepts: adjustment layers and animation presets

4.7 Create and modify keyframes for motion graphics.

4.7.a Apply and adjust transformations using keyframes.

i. Key Concepts: keyframing the transform properties, motion paths, spatial and temporal interpolation, using the Graph Editor

4.7.b Animate effects using keyframes.

i. Key Concepts: keyframing in the Effect Controls panel and timeline

5. Publishing Digital Media

This objective covers saving and exporting compositions or specific assets in multiple formats.

5.1 Prepare a composition for publishing and archiving.

5.1.a Check a composition for errors and verify specifications.

- i. Key Concepts: hidden layers, animation timing, audio levels, resolution, title safe area, frame rate, work area, etc.*

5.1.b Archive a project.

- i. Key Concepts: find missing files, fonts, file names, file locations, etc.*
- ii. Key Tool: Collect Files command*

5.2 Export digital video to various file formats.

5.2.a Export frames.

- i. Key Concepts: exporting one or multiple frames, file formats, file names, export locations, layered Photoshop files, etc.*

5.2.b Export a composition.

- i. Key Concepts: exporting to Premiere Pro, file formats, video codecs, file locations, exporting for more than one target screen size or playback device, exporting in multiple formats, etc.*
- ii. Key Tools: Render Queue, Adobe Media Encoder, etc.*

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Adobe Certified Professional in Multiplatform Animation Using Adobe Animate 2021 (v 21.x)

Course ID: ACP-AN / AITA-AN

Training Program: Certificate in Multiplatform Animation Using Adobe Animate

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

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Adobe Certified Professional in Multiplatform Animation Using Adobe Animate 2021 (v 21.x)

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Details about software concepts can be found in the Adobe Program Learn & Support website at <https://helpx.adobe.com/animate/topics.html>.

1. Working in the Animation Industry

This objective covers critical concepts related to working with colleagues and clients as well as legal, technical, and design-related crucial knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing content.

1.1.a Determine whether content is relevant to the purpose, the audience, audience needs, user experience and has an appropriate design for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

1.1.b Identify requirements for projects/publications when creating animations and interactive content.

1.2 Communicate with colleagues and clients about design plans.

1.2.a Demonstrate knowledge of techniques for communicating ideas about design plans with peers and clients.

i. Key Terms: thumbnail sketches, storyboards, specifications, design process, wireframes, mockups, prototypes, iterations, drafts, feedback loop, etc.

1.2.b Demonstrate knowledge of basic project management concepts.

i. Key Terms: project scope, scope creep, cloud collaboration and file management.

1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

- 1.3.a** Identify legal and ethical considerations for using third-party content such as copyright, permissions, and licensing.
 - i. Key Terms: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use/fair dealing, stock images, etc.*
- 1.3.b** Identify when and how to obtain permissions to use images of people and locations.
 - i. Key Terms: model release, location release, etc.*
 - ii. Key Concepts: permission to use a photo is separate from permission to use a person's face or restricted location, etc.*

1.4 Demonstrate knowledge of key terminology related to animation and interactive media.

- 1.4.a** Demonstrate knowledge of animation terminology.
 - i. Key Terms: frame rate, image and video resolution, aspect ratio, file formats, audio sampling rates, image size, file types, vector graphics, bitmap images, frames, keyframes, tweens, frame-by-frame animation, easing, guides, masks, symbols, etc.*
- 1.4.b** Demonstrate knowledge of interactive media.
 - i. Key Terms: events, listeners, variables, dynamic text, JavaScript, ActionScript, methods, functions, classes, etc.*
- 1.4.c** Understand and use key terms related to multiplatform animation.
 - i. Key Terms: Apple iOS, Google Android, Microsoft Windows, Apple macOS, HTML5 Canvas, Adobe AIR, Virtual Reality (VR), WebGL, Animated GIF, video, sprite sheets, etc.*

1.5 Demonstrate knowledge of basic design principles and best practices employed in industry.

- 1.5.a** Communicate visually using the elements and principles of design, and common design techniques.
 - i. Key Terms: space, line, shape, form, color, texture, emphasis/focal point, unity/harmony, variety, balance, alignment, proximity, repetition, rhythm, scale, movement, negative space, gestalt, contrast, etc.*
- 1.5.b** Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability/legibility.
 - i. Key Terms: font, size, style, color, alignment, kerning, tracking and leading, horizontal and vertical scale, line length, etc.*

1.6 Demonstrate knowledge of animation and interactive media principles.

- 1.6.a** Demonstrate knowledge of common animation principles.
 - i. Key Terms: 12 basic principles of animation (squash and stretch, anticipation, staging, straight ahead action and pose to pose, follow through and overlapping action, slow in and slow out, arc, secondary action, timing, exaggeration, solid drawing, and appeal), etc.*
- 1.6.b** Demonstrate knowledge of interactive media principles.
 - i. Key Terms: user experience (UX), user interface (UI), user interaction, aesthetics, functionality, hierarchy, consistency, user accessibility, discoverability in UI, etc.*

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about importing digital assets for a project.

2.1 Create a document with the appropriate settings for multimedia projects.

- 2.1.a Create a new document with appropriate settings for a new project.
 - i. Key Concepts: document type, presets, width, height, and frame rate.*
- 2.1.b Manage document settings for specific project needs.
 - i. Key Properties: width and height, units, stage color, frame rate, accessibility (ActionScript 3.0 only), etc.*
 - ii. Key Concepts: understanding how frame rate impacts timing and pacing, preparing documents at the proper size for intended use, etc.*

2.2 Customize the application workspace and use visual aids for layout.

- 2.2.a Identify elements and customize the Animate workspace.
 - i. Key Concepts: menus and tools; Stage and Pasteboard; using/switching default workspaces; showing, hiding, grouping, and docking panels; using the workspace switcher and the Window menu; customizing, saving, and resetting workspaces; etc.*
- 2.2.b Configure application preferences.
 - i. Key Concepts: General, Sync Settings, Drawing.*
- 2.2.c Navigate a document.
 - i. Key Concepts: pan, zoom, play, pause, keyboard/mouse shortcuts, spacebar, Rotation tool, Time Scrub tool, etc.*
- 2.2.d Customize toolbar and timeline tools.
 - i. Key Concepts: Drag and drop tools, create miniature toolbars, customize Timeline, Properties, Library, etc.*
- 2.2.e Use rulers, guides, and grids.
 - i. Key Concepts: add, remove, and lock/unlock guides; set color; show and hide guides, grids, and rulers; use snap or align options, etc.*

2.3 Import into and manage assets in a project.

- 2.3.a Import media from various sources.
 - i. Key Concepts: importing layers from .psd or .ai files, image files, audio files, video files, CC libraries, importing using menus or drag and drop, etc.*
- 2.3.b Manage assets in an Animate project.
 - i. Key Concepts: using the Library panel (rename, delete, move, duplicate, search and preview assets); updating and importing files; selecting unused items; creating new symbols and folders; working with multiple libraries; differentiating between Graphic symbols, Button symbols, Movie Clip symbols, and other library assets (fonts, bitmaps, sounds, etc.), etc.*
- 2.3.c Load external media.
 - i. Key Concepts: audio, video, images, etc.*

2.4 Manage colors, swatches, gradients, and brushes.

2.4.a Set the active fill and stroke color.

- i. Key Concepts: color picker, Color panel, eyedropper, hexadecimal value, alpha, Bitmap fill, etc.

2.4.b Create and customize a gradient.

- i. Key Concepts: Color panel, editing color and transparency stops, radial and linear gradients, Gradient Transform tool, etc.

2.4.c Create, manage, and edit swatches.

- i. Key Concepts: Swatches panel, swatch types (tagged, solid, bitmap, and gradient), color sets, etc.

2.4.d Create and edits brushes.

- i. Key Concepts: brushes (stroke, fill, types, width tool), existing and custom brushes and presets.

3. Organization of Documents

This objective covers document structure such as layers and managing document structure for efficient workflow.

3.1 Use the Timeline panel to organize content in space and time.

3.1.a Manage and organize layers.

- i. Key Concepts: creating, deleting, locking/unlocking, duplicating, selecting, naming/renaming layers; visibility, outline mode, layer height, rearranging layer folders, Advanced Layers Mode, etc.

3.1.b Recognize the different types of layers in the Layers panel.

- i. Key Concepts: Normal, Mask, Masked, Folder, Guide, and the Camera layer

3.1.c Manage content over time.

- i. Key Concepts: frames, frame span, keyframes.

3.2 Modify layer visibility using transparency and masks.

3.2.a Adjust a layer's visibility and transparency.

- i. Key Concepts: hide/show individual layers or groups and adjust transparency.

3.2.b Create, apply, and manipulate masks.

- i. Key Concepts: Mask layer, nesting masked layers, animate mask layer, etc.

4. Create and Modify Multimedia Elements

This objective covers core tools and functionality of the application, as well as tools that affect the presentation of document elements.

4.1 Use core tools and features to create and modify vector elements.

4.1.a Create vector graphics using a variety of tools.

- i. Key Tools: Pen tool, Pencil tool, Paint Brush tool, Brush tool, Fluid Brush, primitive tools, shape tools, etc.
- ii. Key Concepts: Fill and stroke, object drawing mode.

4.1.b Modify and edit vector graphics using a variety of vector tools.

- i. Key Tools: Free Transform tool, Gradient Transform tool, Width tool, Anchor Point tools, Pen tool, eraser tool, Paint Bucket tool, Ink Bottle tool, selection tools, etc.

4.2 Add and manipulate text using appropriate settings.

4.2.a Use type tools to add typography to a project.

- i. Key Tools: Text Tool, point vs. area type, Static Text vs Dynamic Text vs Input Text, etc.*
- ii. Key Concepts: Difference between area type, point type, and static vs dynamic vs input text must be understood.*

4.2.b Adjust character settings.

- i. Key Settings: font, size, style, alignment, line spacing and indentation, horizontal and vertical type, anti-aliasing settings, etc.*

4.2.c Adjust paragraph settings.

- i. Key Settings: Indention, alignment, paragraph spacing, etc.*

4.2.d Convert text to graphics.

- i. Key Concepts: Convert text to vector using break apart, convert to bitmaps, benefits/disadvantages, etc.*

4.2.e Configure Dynamic Text and Input Text areas.

- i. Key Concepts: instance name, font selection, embedding type characters, etc.*

4.3 Make, manage, and manipulate selections.

4.3.a Make selections using a variety of tools.

- i. Key Tools: Selection tool, Subselection tool, Lasso tool, Magic Wand tool, Polygon tool, etc.*

4.3.b Modify and refine selections using various methods.

- i. Key Concepts: selecting multiple objects with selection tools or timeline, moving and grouping objects, Regular Selection tool vs Subselection tool, etc.*

4.3.c Group or ungroup selections.

- i. Key Concepts: grouping/ungrouping selections, modifying grouped objects, entering a group, etc.*

4.4 Use basic techniques to manipulate digital graphics and media within an animation.

4.4.a Rotate, flip, and transform objects, selections, groups, symbols, or graphical elements.

- i. Key Concepts: transform, align, distribute and spacing, skew and rotate, 3D Translation and 3D Rotation (ActionScript 3.0 only), etc.*

4.4.b Use the camera to modify the view of the document.

- i. Key concepts: add/remove camera, rotate, pan, zoom, tint/color adjustments (ActionScript 3.0 only), etc.*

4.4.c Apply basic auto-correction methods and tools.

- i. Key Tools: optimizing, smoothing, straightening, etc.*

4.4.d Modify and edit vector graphics using a variety of techniques.

- i. Key Concepts: converting lines to fill, expanding fill, combining objects with union, intersect, punch, and crop, etc.*

4.4.e Adjust appearance of objects and selections using various tools.

- i. Key Concepts: Fill and Stroke properties, variable width strokes, opacity, Eyedropper tool, vector and pattern brushes, etc.*

4.4.f Convert between bitmaps and vectors

- i. Key Concepts: Tracing bitmaps, converting vectors to bitmaps, setting color threshold, minimum area, corner threshold, curve fit, etc.*

4.5 Modify appearance of design elements using effects and graphic styles.

4.5.a Use Effects to modify symbol instances.

i. Key Concepts: Apply/remove filters, color effects, blending modes, etc.

4.5.b Apply, edit, and manage filters.

i. Key Concepts: Add, remove, apply, delete, and edit filters, etc.

4.6 Create and modify animations.

4.6.a Apply and adjust transformations using keyframes.

i. Key Concepts: types of keyframes, adjusting properties using keyframes such as position, scale, rotation, skew, color, filter, etc.

4.6.b Animate objects using frame-by-frame and tween techniques.

i. Key Concepts: keyframes, shape, motion, and classic, inverse kinematic (IK) tweens, onion-skinning, morphing, easing, armature, pose, motion editor, motion path, nesting, etc.

4.6.c Modify and manipulate symbols for animation.

i. Key Concepts: movie clips; graphic; looping options; Frame Picker; when to use different symbol types; understanding that different symbol types have different internal timelines; understanding the relationship between symbol timeline and parent timeline, both dependently and independently.

4.7 Add interactive or dynamic content to a document.

4.7.a Add and modify interactive elements to your document.

i. Key Concepts: buttons, using movie clips for interactivity, and dynamic text; instance naming rules and conventions, etc.

4.7.b Manipulate interactive text elements using code.

i. Key Concepts: input text, dynamic text, web fonts (HTML 5 Canvas only)

4.7.c Add and modify code.

i. Key Concepts: using the Actions panel, using ActionScript or JavaScript depending on document type, button states, Actions Wizard, Code Snippets panel, referencing external content, timeline navigation

4.8 Control and configure audio and video in a project.

4.8.a Incorporate audio into a project.

i. Key concepts: Audio Sync Options (Start, Event, Stream), mono, stereo, Left/Right Channel, Fade In/Out, Fade Left to Right/Right to Left, Compression, MP3, Speech, ADPCM, RAW.

4.8.b Incorporate video into a project.

i. Key concepts: MPEG-4, Adobe Media Encoder, encoding video, bitrate, FLVPlayback component (ActionScript 3.0), Video component (HTML 5), Video Import wizard.

5. Publishing Digital Media

This objective covers saving and exporting documents or assets within individual layers or selections.

5.1 Prepare content for export to web, screen, and other platforms.

5.1.a Check document for errors and project specifications.

- i. Key concepts: testing movies, publish settings, accessibility options, hidden layers, animation timing, testing multiple devices, project size in bytes, proofreading text, project dimensions, etc.*

5.2 Export assets from an Animate document.

5.2.a Save in native file formats for Animate (.fla or .xfl).

- i. Save vs Save as..., file name and location, saving to CC library, Animate template, etc.*

5.2.b Export assets from an Animate document.

- i. Key concepts: video, animated GIF, image sequence, .svg, etc.*

5.2.c Publish final documents.

- i. Key Concepts: document publish settings appropriate for the platform, including file location and other settings specific to the platform, SWF, APP, EXE, AIR, HTML5, JS, APK, WebGL, publishing profiles.*

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Web Authoring Using Adobe Dreamweaver 2021 (v 21.x)

Course ID: ACP-DW / AITA-DW

Training Program: Certificate in Web Authoring Using Adobe
Dreamweaver

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * Registration and exam fees are non-refundable.
- * Candidates must take the exam within six months from the date of paying the exam fees.
- * Registration fees must be paid at the time of application.
- * Exam fees are due at the start of the course.
- * The remaining course fees must be paid before taking the exam.
- * All fees are subject to change in the event of significant fluctuations in the USD exchange rate.



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Web Authoring Using Adobe Dreamweaver 2021 (v 21.x)

All objectives are expected to be understood to the level of the Target Candidate:

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product, is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of current web design principles to perform basic or routine tasks involved in her or his job role with limited assistance from peers, product documentation and support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use Dreamweaver and usually does not have to refer basic questions to others. He or she can speak credibly to other users or clients about what can be done with Dreamweaver and about how to do it effectively.

Details about software concepts can be found in the Adobe Program Learn & Support website at <https://helpx.adobe.com/dreamweaver/user-guide.html>.

1. Working in the Web Industry

This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing websites.

- 1.1.a Determine whether content is relevant to the purpose, the audience, audience needs, user experience, and has an appropriate design for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, technical limitations, bandwidth, browsers, resolution, user interface, usability, user experience, business problem to be solved, expected results, responsive design, etc.

1.2 Communicate with colleagues and clients throughout the project.

- 1.2.a Demonstrate knowledge of techniques for communicating ideas about expected outcomes with peers and clients.

i. Key Terms: design process, sitemap, mood boards, style tiles, storyboarding, design comp, sketches, specifications, wireframes, prototypes, iterations, change orders, drafts, feedback loop, project scope, scope creep, platform requirements, code commenting, etc.

- 1.2.b Demonstrate knowledge of basic project management concepts.

i. Key Terms: Schedule, budget, project goals, dependencies and prioritization, proposal, phased project planning, completion benchmarks, pair programming, project documentation, asset management, naming conventions, A/B testing, test plan, iterative project management concepts, cloud collaboration, and file management, etc.

1.3 Demonstrate an understanding of the type of permissions required to use specific content.

1.3.a Identify legal and ethical considerations for using third-party assets such as copyright, permissions, and licensing.

i. Key concepts: Creative Commons, public domain, intellectual property, derivative work, commercial/non-commercial use, attribution, work for hire, fair use/fair dealing, stock assets, etc.

1.3.b Identify when and how to obtain permissions to use code and content.

i. Key concepts: model release, location release, media release, restricted location, stock assets, frameworks, code, templates, implications of using an asset hosted on a different site (hotlinking), etc.

1.4 Demonstrate an understanding of key technologies related to web design and development.

1.4.a Demonstrate fundamental knowledge of internet terminology.

i. Key Terms: accessibility, absolute vs relative URL, site architecture, URL, web servers, TCP/IP, FTP, ISP, bandwidth, domain registration, DNS, web host, localhost, etc.

1.4.b Demonstrate fundamental knowledge of search engines and search engine optimization.

i. Key Terms: SEO, keywords, metadata, alternate text, hierarchy, back links, best practices, indexing and crawling, sitemap, etc.

1.4.c Demonstrate fundamental knowledge of web security concepts.

i. Key Concepts: Protocols (FTP/SFTP, HTTP/HTTPS, etc.), common malware types, firewalls, risk of linking to external content, DDoS, security needs, file permissions, authentication, authorization, spamming, CAPTCHA, etc.

1.4.d Demonstrate knowledge of key web development concepts.

i. Key Concepts: use HTML for structure, use CSS for appearance; use JavaScript for behavior, server-side languages, frameworks, responsive vs adaptive web design, etc.

1.5 Demonstrate knowledge of basic design principles and best practices employed in the industry.

1.5.a Communicate visually using the elements and principles of design and common web design techniques.

i. Key Concepts: symmetry, proximity, continuity, balance, contrast, hierarchy, color theory, typography, grid system, etc.

1.5.b Identify user experience design elements and practices.

i. Key Concepts: usability, accessibility, consistency, user experience research, Hick's law, Fitt's law, discoverability, functionality, aesthetics, etc.

1.5.c Identify elements of user interaction.

i. Key Concepts: navigation, mouse input, keyboard input, touch input, menus, controls, form elements, feedback (tooltips and validation), etc.

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about managing digital assets for a site.

2.1 Create a new site with the appropriate settings.

2.1.a Set appropriate options for defining a new site.

i. Key Concepts: root folder, local/remote/testing sites, server technology, FTP settings, cloaking, version control, check-in/check-out process, GIT repositories, etc.

2.1.b Create a new page for specific project needs.

i. Key Concepts: starter templates, customizing templates for a site, DOCTYPE, document titles, frameworks, Bootstrap, etc.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the Dreamweaver interface.

i. Key Concepts: Property Inspector, toolbars, Status bar, Code view vs Design view vs Live view, etc.

2.2.b Organize and customize the workspace.

i. Key Concepts: tabbed documents; showing, hiding, nesting, and docking panels; saving and resetting workspaces; etc.

2.2.c Configure application preferences.

i. Key Concepts: New Document, Code Hints, Fonts, Interface, File Types and Editing, Real-Time Preview, Extract, Site, Linting, etc.

2.3 Use non-visible design tools in the interface to aid in project workflow.

2.3.a Configure content viewing options.

i. Key Concepts: window size, magnification, orientation, real-time preview, etc.

2.3.b Navigate a site.

i. Key Concepts: navigating folder directories, nested folders, etc.

2.4 Manage assets in a project.

2.4.a Add and organize assets.

i. Key Concepts: Copying, pasting, moving, editing and deleting assets (images, colors, URLs, scripts, snippets, and media) by using the Files panel; Assets panel; CC Libraries; extracting assets from .psd, etc.

2.4.b Configure assets in a project.

i. Key Concepts: compressing assets, setting permissions, managing local and remote files using the Files panel, etc.

3. Organizing Content on a Page

This objective covers document structure and responsive design.

3.1 Organize page structure.

3.1.a View, edit, and manage the structure of a page.

i. Key Concepts: DOM panel, DOM structure as it applies to element hierarchy (header, footer, nav, body, script, article, span, div), properly nesting elements, etc.

3.2 Apply responsive and adaptive design concepts.

3.2.a Design a web page that works well on multiple devices.

i. Key Concepts: media queries, breakpoints, CSS measurement units, designing for multiple devices (different viewport sizes), Bootstrap framework templates, etc.

4. Working with Code to Create and Modify Content

This objective covers core technologies used to create web content.

4.1 Organize and display content using HTML.

- 4.1.a Identify the appropriate use of <html>, <head>, <body>, and <div> tags.
- 4.1.b Differentiate between block and inline elements.
- 4.1.c Format content using headings, paragraphs, and lists.
 - i. Key Elements: <h1> through <h6>, <p>, , , , , ,
, <blockquote>, , etc.
- 4.1.d Insert and manipulate images, video, sound, and animation.
 - i. Key Concepts: Inserting images, scaling images, adding alt text for accessibility and search engine optimization, inserting and configuring video and audio, etc.
 - ii. Key Elements: , <video>, <audio>
- 4.1.e Create, manage, and edit hyperlinks.
 - i. Key Concepts: Internal, external, absolute, relative, email, telephone, named anchors, target attribute, etc.

4.2 Apply table and semantic elements to describe content.

- 4.2.a Display and organize information using tables.
 - i. Key Elements: <table>, <tr>, <td>, <th>, <thead>, <tfoot>
- 4.2.b Display and organize information using other basic semantic elements.
 - i. Key Elements: <article>, <aside>, <nav>, <section>, <footer>, <header>, <main>, etc.

4.3 Style a web page using CSS

- 4.3.a Configure initial page properties.
 - i. Key Concepts: Page Properties dialog
- 4.3.b Manage fonts.
 - i. Key Concepts: font-family, default fonts, page fonts, font substitution list, etc.
- 4.3.c Create and manage CSS rules using the CSS Designer panel.
 - i. Key Concepts: Sources, @Media, Properties, and Selectors sections; enabling and disabling CSS rule properties, searching and filtering, etc.
- 4.3.d Create and use inline styles, internal styles, and external style sheets.
 - i. Key Concepts: Cascading order, importing style sheets (@import), etc.
- 4.3.e Create and modify selectors that reference specific HTML elements.
 - i. Selector Types: id, class, tag, pseudo class, group, descendant, child selectors
- 4.3.f Apply common CSS declarations
 - i. Key Declarations: fonts, backgrounds, images, colors, box model, width, height, positioning, styles for button states, tabs, animated drop-down menus, etc.
- 4.3.g Organize a web page layout with relatively and absolutely positioned div tags and CSS styles.
 - i. Key Concepts: inserting a div tag in standard mode, modifying div tag attributes, and displaying overlapping content on a web page using div tags, etc.

4.4 Add interactivity using JavaScript

4.4.a Create and manage forms.

- i. *Key Concepts: identifying which form inputs are appropriate for collecting various types of information, inserting form elements on a page, methods used to transmit form data (GET, POST, action attribute), data validation, etc.*

4.4.b Add interactivity to a web page.

- i. *Key Concepts: HTML5 canvas, JavaScript snippets, etc.*

5. Publishing Digital Media

This objective covers saving and exporting entire documents in multiple formats or specific assets within the project.

5.1 Prepare project for publishing.

5.1.a Set up for testing and publishing.

- i. *Key Concepts: local site, remote site, testing server, web server, file transfer protocols (FTP, local/network, Secure FTP, WebDav, RDS), managing assets, links, and files, etc.*

5.1.b Check project for errors and project specifications.

- i. *Key Concepts: spell check, creating a sitemap, HTML validation, usability and accessibility check, cleanup HTML, checking and updating links sitewide, testing live site to validate links and media, troubleshooting CSS issues by using visual aids, previewing in browser, Live View, code validation, etc.*

5.2 Publish a web site.

5.2.a Save web pages.

- i. *Key concepts: Save vs Save as..., file name and location, Save as template, etc.*

5.2.b Publish a live site.

- i. *Key concepts: Put/Get files to and from server, Check-in/check-out for team projects, refresh site files, dependent/associated files, cloaking files and folders, synchronizing local and remote sites, etc.*

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Content Creation and Marketing Using Adobe Express

Course ID: ACP-EX / AITA-EX

Training Program: Certificate in Content Creation and Marketing Using Adobe Express

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * Registration and exam fees are non-refundable.
- * Candidates must take the exam within six months from the date of paying the exam fees.
- * Registration fees must be paid at the time of application.
- * Exam fees are due at the start of the course.
- * The remaining course fees must be paid before taking the exam.
- * All fees are subject to change in the event of significant fluctuations in the USD exchange rate.



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Content Creation and Marketing Using Adobe Express

Adobe Certified Professional certifications, delivered by Certiport, are the official, industry-recognized credentials that validate entry-level proficiency in Adobe Creative Cloud applications and foundational knowledge for digital media careers.

The *Content Creation and Marketing Using Adobe Express* exam is 50-minutes in length and designed with the following Target Candidate in mind:

The Target Candidate (TC) is a professional, postsecondary student, or secondary student preparing to graduate with approximately 150 hours of combined academic or other instruction and hands-on experience in using Adobe Express for efficient content creation and communication, and in digital marketing. The successful candidate will have knowledge of the basic tasks required in day-to-day use of the product. The candidate can speak credibly to other users about what can be done with Adobe Express and about how to do it.

To learn more, visit certiport.com/adobe and certifiedprofessional.adobe.com.

1. Digital Marketing Principles

This objective covers digital marketing principles that help marketers successfully implement promotions and branding.

1.1 Summarize promotion concepts.

- 1.1.a** Describe the process of communication with customers and potential customers to inform, persuade, and remind about products, their price, and where they can be purchased.

i. Key concepts: 4 P's of marketing

- 1.1.b** Identify the elements in a promotional/communications mix.

i. Key concepts: advertising, public relations, selling and direct marketing, sales promotion

1.2 Implement target marketing strategies, concepts, and principles.

- 1.2.a** Identify the characteristics of the target audience.

i. Key characteristics: the buyer's persona, segmentation, demographics, geographics, psychographics, behaviors, challenges/pain points, goals/motivations, interests/hobbies

- 1.2.b** Choose appropriate marketing strategies to reach a target audience.

i. Key concepts: mass marketing, market segmentation, correct marketing blend

ii. Customer relationship types: B2B, B2C, C2C, C2B

iii. Marketing types: App, Web, mobile, push notifications, real-time marketing strategies, geolocated marketing

1.3 Adapt and apply branding to content.

1.3.a Consider the business perspective when adapting and applying branding.

- i. Key Concepts: branding identity and brand positioning, brand archetypes, consistency across channels, customer experience (CX), buyer persona, brand language or tone of voice, trademarks and copyrights*
- ii. Brand style guide: hex codes and Pantone values; type faces, sizes, and positions and when to use them; logos and brand marks (visual, word marks, other types)*

1.3.b Consider the customer perspective when adapting and applying branding.

- i. Key concepts: brand experience, Unique Value Proposition (UVP), brand recognition, brand value, brand loyalty*

1.4 Use content creation strategies and best practices.

1.4.a Describe the characteristics of types of content marketing media.

- i. Key concepts: owned media, earned media, paid media, digital marketing trifecta (combination of owned, earned, and paid media)*

1.4.b Choose an appropriate type of content marketing.

- i. Types: blogs, videos/photos, memes, gifs, hashtags, emails, podcasts, infographics*

1.4.c Choose the appropriate type of advertisement (ad).

- i. Types: organic, paid (pay per click, cost per click, click through rate), cost per conversion, search ads, display ads (banner, static, wallpaper, pop-up, auto play)*

1.5 Identify content optimization methods and distribution channels.

1.5.a Identify content optimization methods for the web.

- i. Key concepts: SEO, keywords – positive and negative, alt tags, web crawlers, search engine result page, page rank, search engine algorithms, social media algorithms, ad network*

1.5.b Describe best practices for effective website design.

- i. Key concepts: mobile/desktop friendly designs, clear navigation, Calls to Action, website security, branding, domain names*

1.5.c Describe retargeting, remarketing, and A/B testing.

1.5.d Describe automated marketing and batching.

1.6 Automate and monitor social media promotions.

1.6.a Describe the advantages and disadvantages of social media promotions.

- i. Key concepts: digital footprint, safety precautions, advantages and disadvantages*

1.6.b Describe the use cases for social media promotions.

- i. Key use cases: social monitoring, customer interaction, recommendations, gaining insights into buyer persona*

1.6.c Describe social media automation.

2. Design Principles

This objective covers key design principles that should be followed when creating content to ensure visual appeal, accessibility, and legal and ethical principles, while using an efficient design process.

2.1 Apply basic visual design concepts.

2.1.a Apply typography principles.

i. Key concepts: fonts, text hierarchy, elements of art & design

2.1.b Use color effectively.

i. Key concepts: color theory (color harmony, color psychology), color contrast, color in culture, color vs. tone

2.1.c Apply composition principles.

i. Key concepts: balance, emphasis, movement, unity, pattern, rhythm, repetition, alignment, proximity, white space, rule of thirds, proportion, design hierarchy, context

2.2 Explain design processes.

2.2.a Learn, plan, design, iterate, build, launch, reassess and improve based on lessons learned.

2.2.b Identify the target audience for the design.

2.3 Identify accessibility requirements.

2.3.a Describe how to make content accessible for people with disabilities.

i. Key concepts: subtitles, contrast, color-blindness, alt-text, visual spacing, sensory triggers, text sizing

2.4 Use assets ethically.

2.4.a Describe legal and ethical considerations when using Adobe Firefly and Generative AI content.

2.4.b Describe legal considerations for using content created by yourself and others.

i. Key concepts: copyright, Creative Commons, Adobe Stock and other stock libraries, Adobe Fonts, fair use, public domain, model and photo releases

3. Content Creation and Modification

This objective covers the various features and workflows used to create content efficiently using Adobe Express.

3.1 Create graphics and publications.

3.1.a Use media, elements, and grids.

i. Elements include: design assets, icons, shapes, backgrounds

3.1.b Work with layers.

i. Key concepts: reorder, lock, group, opacity and blending modes

3.1.c Apply effects and adjustments.

3.1.d Use Generative AI features, including text to image and generative fill.

3.1.e Use themes.

3.1.f Create and use brands.

3.1.g Add and resize pages.

i. Key concepts: multi-page, single page, duplicate page, varying page sizes (auto resize), resize

3.1.h Apply color.

i. Key concepts: color picker, color themes, duotone and other effects, hex numbers, swatches, RGB

3.2 Create video, audio, and animation.

3.2.a Add and adjust video.

i. Key concepts: timeline, scenes, and transitions; remove background; aspect ratios (short form, portrait, landscape)

3.2.b Add and adjust audio.

i. Key concepts: music, voice recording, uploading files, adjusting volume, muting, file types, Animate from audio, caption video

3.2.c Animate elements and objects.

3.2.d Apply effects and adjustments.

3.2.e Show layer timing and trimming.

3.3 Create webpages.

3.3.a Add multimedia.

i. Media types: video, images, GIF

3.3.b Differentiate between available layouts.

i. Layouts: Glideshows, photo grids, split layout, themes, text layout, short cover

3.3.c Add interactivity.

i. Key concepts: buttons, links, add a link from YouTube or Vimeo

3.4 Add and modify text.

3.4.a Apply typographic settings to text.

i. Key settings: font families and styles, font size, alignment, flip horizontal and vertical, text layout

3.4.b Apply styling to text.

i. Key concepts: text effects, shadows, shapes, and animations, line spacing, letter spacing, fill and outline

3.4.c Describe the advantages of using recommended fonts.

3.5 Use templates.

3.5.a Selecting appropriate templates based on project specifications and intended audience.

3.5.b Modify templates.

i. Modifications: change image, color, shapes, text, etc.

3.5.c Describe the benefits of using templates.

3.6 Edit and convert files.

3.6.a Combine multiple documents into one PDF file.

3.6.b Make visual changes to elements of a PDF.

i. Key concepts: scanned vs unscanned documents

3.6.c Create new content based on a PDF.

3.7 Increase audience reach.

3.7.a Describe appropriate uses of QR codes.

3.7.b Describe appropriate uses of the Translate feature.

4. Content Management

This objective covers the skills and concepts required to effectively manage content for multiple projects in Adobe Express.

4.1 Create a library of assets.

4.1.a Use files from other Adobe applications in Express.

4.1.b Store elements in a library.

i. Elements include: color, color themes, fonts, graphics (JPEG, SVG, PSD, AI, PNG, GIF), templates, patterns, materials

4.1.c Invite people to the library.

4.1.d Use library assets as a brand.

4.2 Organize files.

4.2.a Create and implement naming conventions.

4.2.b Create a folder hierarchy to organize files.

4.3 Create templates.

4.3.a Remix and allow others to remix a design.

4.3.b Use templates in libraries.

i. Key concepts: share to another library, use within your own library

4.3.c Use Text to Template.

4.3.d Lock assets and elements in a template.

i. Key Concept: prevents collaborators from modifying

4.4 Create content for multiple platforms.

4.4.a Modify content to be used on various platforms.

i. Key Concepts: Duplicate, Resize, Group assets/elements

5. Sharing and Publishing

This objective covers the features of Express that allow content creators to share their work, including collaborating with team members and clients, publishing content to various platforms, and exporting content.

5.1 Collaborate with team members and clients.

5.1.a Participate in an established workflow.

i. Key concepts: working within a team on a specific portion of a design, live co-editing (multiplayer editing)

5.1.b Share for comment.

5.1.c Invite collaborators.

i. Key concepts: invite to work on a document, page, brand, or libraries; invite specific people or anyone with a link

5.2 Publish and schedule content.

5.2.a Publish to web.

5.2.b Schedule posts.

5.3 Export content in appropriate formats.

5.3.a Choose the appropriate format to use when exporting content.

i. Formats: PNG, JPEG, PDF, MP4, GIF, Zip file or PDF

ii. Video resolutions: original size, 720p, 1080p, 4k

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator

Exam versions: 2022 (26.x) and 2023 (27.x)

Course ID: ACP-AI / AITA-AI

Training Program: Certificate in Graphic Design and Illustration Using Adobe Illustrator

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * Registration and exam fees are non-refundable.
- * Candidates must take the exam within six months from the date of paying the exam fees.
- * Registration fees must be paid at the time of application.
- * Exam fees are due at the start of the course.
- * The remaining course fees must be paid before taking the exam.
- * All fees are subject to change in the event of significant fluctuations in the USD exchange rate.



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator

Exam versions: 2022 (26.x) and 2023 (27.x)

Adobe Certified Professional certifications, delivered by [Certiport](https://certiport.com), are the official, industry-recognized credentials that validate entry-level proficiency in Adobe Creative Cloud applications and foundational knowledge for digital media careers.

The *Graphic Design & Illustration Using Adobe Illustrator* exam is 50-minutes in length, comprised of two sections – selected-response items followed by live-in-the-app tasks inside Illustrator – and designed with the following Target Candidate in mind:

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of graphic design and illustration principles to perform basic or routine tasks involved in their job role with limited assistance from peers, product documentation, or support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use Illustrator and usually does not have to refer basic questions to others. They can speak credibly to other users or clients about what can be done with Illustrator and how to use it effectively.

To learn more, visit certifiedprofessional.adobe.com/illustrator.

1. Working in the Design Industry

This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing designs and artwork.

- 1.1.a** Determine whether content is relevant to the purpose, audience, audience needs, user experience, and has an appropriate design for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

- 1.1.b** Identify requirements based on how the designs and artwork will be used, including video, print, and web.

1.2 Communicate with colleagues and clients about design plans.

- 1.2.a** Demonstrate knowledge of techniques for communicating about design plans with peers and clients.

i. Key Terms: sketches, specifications, design process, wireframes, prototypes, iterations, change orders, drafts, feedback loop, etc.

- 1.2.b** Demonstrate knowledge of basic project management concepts.

i. Key Terms: project scope, scope creep, cloud collaboration and file management

1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

1.3.a Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.

i. Key Concepts: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, stock images and vector graphics, etc.

1.3.b Identify when and how to obtain permission to use images of people and locations.

i. Key Terms: model release, location release, etc.

ii. Key Concepts: permission to use a photo is separate from permission to use a person's face or restricted location, etc.

1.4 Demonstrate an understanding of key terminology related to digital graphics.

1.4.a Demonstrate knowledge of digital graphics terminology.

i. Key Terms: image resolution, image size, file types, pixel, raster, bitmap, vector, path, object, type, rasterizing, rendering, resizing, image size measured in pixels vs. document size measured in inches/centimeters, etc.

1.4.b Demonstrate knowledge of how color is created in digital graphics.

i. Key Terms: color mode, gamut, CMYK vs. RGB vs. HSB vs. grayscale, dithering, etc.

1.5 Demonstrate knowledge of basic design principles and best practices employed in the design industry.

1.5.a Communicate visually by using the elements and principles of design and common design techniques.

i. Key Terms: space, line, shape, form, color, texture, emphasis/focal point, unity/harmony, variety, balance, alignment, proximity, repetition, rhythm, scale, movement, negative space, gestalt, etc.

1.5.b Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability.

i. Key Terms: font, size, style, color, alignment, kerning, tracking, leading, horizontal and vertical scale, line length, etc.

1.5.c Define common graphic design and illustration terms and principles.

i. Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, framing, etc.

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about importing digital assets for a project.

2.1 Create a document with the appropriate settings for mobile, web, print, film and video, or art and illustration.

2.1.a Set appropriate document settings for printed and onscreen artwork.

i. Key Concepts: width/height, orientation, artboards, bleed, raster effects, resolution, color mode, etc.

2.1.b Create document presets to reuse for specific project needs.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the Illustrator interface.

i. Key Concepts: application bar, application header, control panel, menus, panels, toolbars, artboards, 100x canvas, etc.

2.2.b Organize and customize the workspace.

i. Key Concepts: using and switching between default workspaces; tabbed documents; showing, hiding, grouping, and docking panels; shortcuts and menus; customizing, saving, and resetting workspaces; etc.

2.2.c Configure application preferences.

i. Key Concepts: General, Type, Units, Guides & Grid, User Interface, File Handling & Clipboard, Appearance of Black

2.3 Use non-printing design tools in the interface to aid in design or workflow.

2.3.a Navigate documents.

i. Key Concepts: panning, zooming, pasteboard, etc.

2.3.b Use rulers.

i. Key Concepts: showing and hiding rulers, changing the measurement unit on rulers, adjusting and resetting ruler origin

2.3.c Use guides and grids.

i. Key Concepts: adding, removing, and locking/unlocking guides; hiding guides and grids; showing grids; using snap or align options; creating guide layouts

2.3.d Use views and modes to work efficiently with vector graphics.

i. Key Concepts: Outline vs Overprint Preview/Pixel Preview/Trim View, Screen Mode, Presentation Mode, Isolation Mode, Drawing modes

2.4 Manage assets in a project.

2.4.a Open artwork.

2.4.b Place assets in an Illustrator document.

i. Key Concepts: embedding, linking, replacing, copying and pasting, import options, etc.

2.4.c Use the Links panel.

2.5 Manage colors, swatches, and gradients.

2.5.a Set the active fill and stroke colors.

i. Key Concepts: Color Picker, swatches, Eyedropper tool, color values, etc.

2.5.b Create and customize gradients.

i. Key Concepts: Gradient panel, editing color stops and opacity, gradient types, Gradient Mesh, etc.

2.5.c Create, manage, and edit swatches and swatch libraries.

i. Key Concepts: color, global color, pattern, and gradient swatches; identifying color swatch type, including Process, Spot, and Global Spot; creating, managing, and loading swatch libraries; etc.

2.5.d Use the Color Guide panel to select coordinated colors.

2.6 Manage preset brushes, symbols, styles, and patterns.

2.6.a Open and browse libraries of included brushes, symbols, graphic styles, and patterns.

2.6.b Edit preset brushes, symbols, graphic styles, and patterns.

i. Key Concepts: stroke, fill, brushes, brush types, width tool, etc.

3. Organizing Documents

This objective covers managing document structure, such as layers and tracks, for efficient workflows.

3.1 Use layers to manage design elements.

3.1.a Use the Layers panel to modify layers.

i. Key Concepts: adding, deleting, hiding/showing, locking/unlocking, duplicating, and renaming layers; layer options; etc.

3.1.b Manage and work with multiple layers in a complex project.

i. Key Concepts: using sublayers, Paste Remembers Layers, hierarchy and stacking order, selecting and targeting objects using the Layers panel, etc.

3.2 Modify layer visibility using opacity and masks.

3.2.a Adjust the opacity of a layer.

i. Key Concepts: Transparency panel and Opacity masks

3.2.b Create, apply, and manipulate clipping masks.

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application, as well as tools that affect the visual appearance of document elements.

4.1 Use core tools and features to create visual elements.

4.1.a Create graphics or artwork using a variety of tools.

i. Key Tools: drawing tools, painting tools, Pencil tool, Paintbrush tool, Pen tool, Curvature tool, shapes, Blob Brush tool, etc.

4.2 Add and manipulate text using appropriate typographic settings.

4.2.a Use type tools to add typography.

- i. Key Tools: Point Type tool, Area Type tool, Type on a Path tool, Vertical Type tool, Vertical Area Type tool, Vertical Type on a Path tool, and Touch Type tool*
- ii. Key Concepts: difference between area type, point type, and type on a path; placeholder text*

4.2.b Use appropriate character settings.

- i. Key Settings: font, size, style, alignment, kerning, tracking, leading, horizontal and vertical scale, color used to enhance readability and hierarchy, enhanced type, etc.*

4.2.c Use appropriate paragraph settings.

- i. Key Settings: indentation, alignment, paragraph spacing*

4.2.d Convert text to graphics.

- i. Key Concepts: converting text to outlines, benefits/disadvantages*

4.2.e Manage text flow.

- i. Key Concepts: multiple text areas, managing overflow text, threading text, wrapping text, etc.*

4.3 Make, manage, and manipulate selections.

4.3.a Select objects using a variety of tools.

- i. Key Concepts: targeting vs selecting, saving selections, selecting based on object attributes (color, stroke, opacity), etc.*

4.3.b Modify and refine selections using various methods.

- i. Key Concepts: keyboard modifiers, selecting multiple objects with selection tools or Layers panel, moving and grouping objects, regular Selection tool vs Direct Selection tool vs Lasso tool vs Group Selection tool, etc.*

4.3.c Group or ungroup selections.

- i. Key Concepts: grouped objects, Isolation Mode, etc.*

4.4 Transform digital graphics and media.

4.4.a Modify artboards.

- i. Key Tools: Artboard tool; resizing, cropping, and copy and paste art and artboards within and between documents, etc.*
- ii. Key Concept: understanding the relationship between the art and the artboard.*

4.4.b Rotate, flip, and transform individual layers, objects, selections, groups, or graphical elements.

- i. Key Concepts: scaling, scale options, transforming, warping, distorting, skewing, using distortion tools or menu options, Repeat objects, etc.*

4.5 Use basic reconstructing and editing techniques to manipulate digital graphics and media.

4.5.a Apply basic auto-correction methods and tools.

- i. Key Tools: Simplify tool, Smooth tool, Join tool, etc.*

4.5.b Repair and reconstruct graphics.

- i. Key Tools: eraser, scissors, knife, Shape Builder, pathfinder, Live Paint, etc.*

4.5.c Evaluate or adjust the appearance of objects, selections, or layers.

- i. Key Concepts: fill and stroke, Appearance panel, brushes, Eyedropper tool, etc.*

4.5.d Use Image Trace to create vectors from bitmap images.

- i. Key Concepts: Trace presets, tracing settings, expanding, etc.*

4.6 Modify the appearance of design elements using effects and graphic styles.

4.6.a Use effects to modify images.

- i. Key Concepts: identifying the difference between raster and vector effects; drop shadows, feathers, and glows; editing applied effects, etc.*

4.6.b Create, edit, and save graphic styles.

- i. Key Concepts: creating, deleting, and managing graphic styles; breaking links to graphic styles, etc.*

4.6.c Expand the appearance of objects.

- i. Key Concepts: expanding transformations, stroke, effects*

5. Publishing Digital Media

This objective covers saving and exporting documents or assets within individual layers or selections.

5.1 Prepare images for export to web, print, and video.

5.1.a Verify project specifications.

- i. Key Concepts: print settings, document color mode, resolution (raster effects), pixel dimensions, metadata, etc.*

5.2 Export or save digital images to various file formats.

5.2.a Save in the native file format for Illustrator (.ai).

- i. Key Concepts: compatibility, save options including Cloud documents*

5.2.b Save graphics in appropriate formats for print or screen.

- i. Key Concepts: file formats (including vector vs. raster), CMYK vs RGB, resolution, pixel dimensions, etc.*

5.2.c Export project elements.

- i. Key Concepts: exporting assets, exporting specific selections or artboards, exporting for screens, etc.*

5.2.d Package an Illustrator project.

- i. Key Concepts: font and image management and troubleshooting, file packages, etc.*

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Print & Digital Media Publication Using Adobe InDesign 2021 (v 16.x)

Course ID: ACP-ID / AITA-ID

Training Program: Certificate in Print and Digital Media Publication Using Adobe InDesign

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * Registration and exam fees are non-refundable.
- * Candidates must take the exam within six months from the date of paying the exam fees.
- * Registration fees must be paid at the time of application.
- * Exam fees are due at the start of the course.
- * The remaining course fees must be paid before taking the exam.
- * All fees are subject to change in the event of significant fluctuations in the USD exchange rate.



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Print & Digital Media Publication Using Adobe InDesign 2021 (v 16.x)

All objectives must be mastered at a level appropriate to the Target Candidate.

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product and is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of document design and production principles to perform basic or routine tasks involved in her or his job role with limited assistance from peers, product documentation, or support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use InDesign and usually does not have to refer basic questions to others. He or she can speak credibly to other users or clients about what can be done with InDesign and how to use it effectively.

Details about software concepts can be found on the Adobe InDesign Learn & Support website at <https://helpx.adobe.com/support/indesign.html>.

1. Working in the Design Industry

This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing publications.

- 1.1.a Determine whether content is relevant to the purpose, audience, audience needs, user experience, and has an appropriate design for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

- 1.1.b Identify requirements based on how the design will be used, including print, web, and mobile.

1.2 Communicate with colleagues and clients about design plans.

- 1.2.a Demonstrate knowledge of techniques for communicating about design plans with peers and clients.

i. Key Terms: sketches, specifications, design process, wireframes, prototypes, iterations, change orders, drafts, feedback loop, creative brief, etc.

- 1.2.b Demonstrate knowledge of basic project management concepts.

i. Key Terms: project scope, scope creep, cloud collaboration and file management.

1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

- 1.3.a** Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.
 - i. Key Concepts: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, stock images and vector graphics, etc.*
- 1.3.b** Identify when and how to obtain permission to use images of people and locations.
 - i. Key Terms: model release, location release, etc.*
 - ii. Key Concepts: permission to use a photo is separate from permission to use a person's face or restricted location, etc.*

1.4 Demonstrate an understanding of key terminology related to publications.

- 1.4.a** Demonstrate knowledge of publication terminology.
 - i. Key Terms: image resolution, image size, file types, linking and embedding, pixel, raster, bitmap, vector, path, object, type, resizing, units of measurement (picas, inches, pixels, centimeters), etc.*
- 1.4.b** Demonstrate knowledge of how color is created in publications.
 - i. Key Terms: color management, gamut, CMYK vs. RGB vs. grayscale, etc.*
- 1.4.c** Understand and use key terms related to page layouts.
 - i. Key Terms: title, header, body text, block quote, footer, caption, table of contents, index, page size, page orientation, facing pages, spread, bleed, trim, slug, master page, alternate page layout, column, gutter, margin, frame, etc.*

1.5 Demonstrate knowledge of basic design principles and best practices employed in the design industry.

- 1.5.a** Define common graphic design and layout terms and principles.
 - i. Key Terms: rule of thirds, foreground, background, tone, emphasis, movement, hierarchy, negative space, grids, focal point, gestalt principles (similarity, continuation, closure, proximity, figure/ground, and symmetry & order), etc.*
- 1.5.b** Communicate visually by using the elements and principles of design and common design techniques.
 - i. Key Terms: line, shape, form, color, texture, contrast, balance, white space, proportion, rhythm, pattern, unity, repetition, alignment, balance, scale.*
- 1.5.c** Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability.
 - i. Key Terms: font, size, style, color, alignment, kerning, tracking, leading, horizontal and vertical scale, line length, serif vs. san serif, etc.*

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about importing digital assets for a project.

2.1 Create a document with the appropriate settings for web, print, and mobile.

2.1.a Set appropriate document settings for printed and onscreen publications.

i. Key Concepts: width, height, margins, columns, orientation, pages, bleed, slug, Facing Pages, Primary Text Frame, column gutter, etc.

2.1.b Create a document preset to reuse for specific project needs.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the InDesign interface.

i. Key Concepts: menus and panels (Control, Tools, etc.)

2.2.b Organize and customize the workspace.

i. Key Concepts: tabbed documents; showing, hiding, nesting, and docking panels; saving and resetting workspaces.

2.2.c Configure application preferences.

i. Key Concepts: Display Performance, Interface, Grids, Guides & Pasteboard, Spelling, Story Editor Display, Units & Increments, etc.

2.3 Use non-printing design tools in the interface to aid in design or workflow.

2.3.a Navigate a document.

i. Key Concepts: panning and scrolling, zooming, rotating pages, pasteboard, etc.

2.3.b Use rulers.

i. Key Concepts: showing and hiding rulers, changing the measurement unit on rulers, etc.

2.3.c Use guides and grids.

i. Key Concepts: adding, removing, and locking/unlocking guides; setting color; hiding guides and grids, showing grids, Smart Guides; creating guide layouts, snapping, Document and Baseline Grids, etc.

2.3.d Use views and modes to work efficiently.

i. Key Concepts: changing screen mode; Normal, Preview, Bleed, Slug, and Presentation.

2.4 Import assets into a project.

2.4.a Open and use templates.

2.4.b Place assets in an InDesign document.

i. Key Concepts: embedding, linking, relinking, Show Import Options, Replace Selected Item, disadvantages of copying and pasting images.

2.5 Manage colors, swatches, and gradients.

2.5.a Set the active fill and stroke color.

- i. Key Concepts: frame vs text, swatches, Color Picker, Eyedropper tool, color values, etc.

2.5.b Create and customize gradients.

- i. Key Concepts: Gradient panel, editing color and transparency stops, radial and linear gradient, etc.

2.5.c Create, manage, and edit swatches and swatch libraries.

- i. Key Concepts: color and gradient swatches; identifying color swatch type, including Process and Spot; creating, managing, and loading swatch libraries (including commercial libraries like Pantone).

2.6 Manage paragraph, character, and object styles.

2.6.a Load, create, apply, and modify styles.

3. Organizing Documents

This objective covers document structure, such as layers, and managing document structure for efficient workflows.

3.1 Use layers to manage design elements.

3.1.a Use the Layers panel to modify layers.

- i. Key Concepts: adding, deleting, hiding/showing, locking/unlocking, duplicating, and renaming layers; layer options; understanding that layers are spread-based; etc.

3.1.b Manage and work with multiple layers in a complex project.

- i. Key Concepts: layer color, working with layers across spreads, hierarchy and stacking order, grouping, selecting, and targeting objects using the Layers panel, etc.

3.2 Manage and modify pages.

3.2.a Create, edit, and arrange pages in a document.

- i. Key Concepts: adding/deleting pages, pages vs. spreads, selecting pages, rearranging pages, shuffling pages or spreads, page settings, alternate layouts, Page tool, etc.

3.2.b Create and apply master pages.

- i. Key Concepts: Master options, naming, unlocking objects, overriding, etc.

4. Creating and Modifying Document Elements

This objective covers core tools and functionality of the application, as well as tools that affect the visual appearance of document elements.

4.1 Use core tools and features to lay out visual elements.

4.1.a Create frames using a variety of tools.

- i. Key Concepts: understanding frame types (graphic, text, unassigned); creating frames using frame tools, Type tool, Pen tool, etc.

4.1.b Manipulate graphics in frames.

- i. Key Concepts: placing graphics into documents or into existing frames, using frames to affect visibility of the content, Frame Fitting options, Content-Aware Fit, etc.

4.2 Add and manipulate text using appropriate typographic settings.

4.2.a Use type tools to add text.

i. Key Tools: text frames, Type tool, and Type on a Path tool.

4.2.b Use appropriate character settings in a design.

i. Key Settings: font, size, character style, kerning, tracking, leading, baseline shift, horizontal and vertical scale, and color used to enhance readability and hierarchy, etc.

4.2.c Use appropriate paragraph settings in a design.

i. Key Settings: indentation, alignment, paragraph spacing, hyphenation, Drop Cap, numbered and bulleted lists, using and working effectively with paragraph styles, etc.

4.2.d Convert text to outlines.

i. Key Concepts: benefits/disadvantages, etc.

4.2.e Manage text flow across multiple text areas.

i. Key Concepts: managing overset text, threading text, text wrap, primary text flow, text columns, etc.

4.2.f Use tools to add special characters or content.

i. Key Terms: page numbers, table of contents, index markers and index, break characters, special characters, glyphs, etc.

4.3 Make, manage, and edit selections.

4.3.a Make selections using a variety of tools.

i. Key Tools: Selection tool vs Direct Selection tool, page selection, selecting frames vs content, content grabber.

4.3.b Modify and refine selections using various methods.

i. Key Concepts: keyboard modifiers, selecting multiple objects with selection tools or in the Layers panel, moving and grouping objects, etc.

4.4 Transform digital graphics and media within a publication.

4.4.a Modify frames and frame content.

i. Key Terms: frames, content, redefining frame types, clipping paths, content collector, etc.

ii. Key Concepts: understanding the relationship between a frame and its content, replacing frame content, using frames to crop content or split text, manipulating anchor points, etc.

4.4.b Rotate, flip, and transform individual frames or content.

i. Key Concepts: alignment, distribution, scaling, shearing, rotating, transform panel, registration point, etc.

4.5 Use basic reconstructing and editing techniques to manipulate document content.

4.5.a Use various tools to revise and refine project content.

i. Key Tools: find/replace, custom dictionaries, dictionary language, spell check, etc.

4.5.b Evaluate or adjust the appearance of objects, frames, or layers using various tools.

i. Key Concepts: fill and stroke, opacity, Pathfinder panel, etc.

4.5.c Use the Story Editor to edit text within a project.

i. Key Concepts: Story Editor interface, editing with Story Editor, troubleshooting/proofreading in Story Editor.

4.6 Modify the appearance of design elements by using effects and styles.

4.6.a Use effects to modify images or frames.

- i. Key Concepts: applying premade object styles, drop shadows, feathers, glow, etc.*

4.6.b Create, edit, apply, and save object styles.

- i. Key Concepts: creating, deleting, redefining, and managing object styles, Break Link to Style, etc.*

4.7 Add interactive or dynamic content or media to a project.

4.7.a Add interactive elements and behaviors.

- i. Key Concepts: navigation, hyperlinks, cross references, buttons, bookmarks, events, page transitions, and animation.*

4.7.b Demonstrate knowledge of how to embed rich-media objects.

- i. Key Concepts: video files, Media panel, etc.*

4.8 Create and edit tables.

4.8.a Create a table to display data.

- i. Key Concepts: adding or importing tabular data; rows, columns, and cells; graphic vs text cells, etc.*

4.8.b Edit tables and cells.

- i. Key Concepts: fill, strokes/borders, merging/splitting cells, distributing cells, converting text and table data, table and cell options, etc.*

5. Publishing Documents

This objective covers saving and exporting entire documents in multiple formats, or specific assets within the project.

5.1 Prepare documents for publishing to web, print, and other digital devices.

5.1.a Check document for errors and project specifications.

- i. Key Concepts: Preflight panel and process, resolving preflight errors, color space, bleed, resolution, document size, define profiles and preflight options, etc.*

5.2 Export or save documents to various file formats.

5.2.a Save in the native file format for InDesign (.indd).

- i. Key Concepts: saving for compatibility with earlier versions of the software (.idml), saving copies, etc.*

5.2.b Save or export in appropriate formats for print, screen or online.

- i. Key Concepts: PDF, EPUB, HTML, Publish Online, etc.*

5.2.c Print proof copies before publishing.

- i. Key Concepts: print settings, printing pages vs. spreads, printing thumbnails or tiles, etc.*

5.2.d Package an InDesign project.

- i. Key Concepts: font and image management, packaging projects, handling protected fonts (CJK).*

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Visual Design Using Adobe Photoshop

Exam versions: 2022 (23.x) and 2023 (24.x)

Course ID: ACP-PS / AITA-PS

Training Program: Certificate in Visual Design Using Adobe Photoshop

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * *Registration and exam fees are non-refundable.*
- * *Candidates must take the exam within six months from the date of paying the exam fees.*
- * *Registration fees must be paid at the time of application.*
- * *Exam fees are due at the start of the course.*
- * *The remaining course fees must be paid before taking the exam.*
- * *All fees are subject to change in the event of significant fluctuations in the USD exchange rate.*



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Visual Design Using Adobe Photoshop

Exam versions: 2022 (23.x) and 2023 (24.x)

Adobe Certified Professional certifications, delivered by [Certiport](https://certiport.com), are the official, industry-recognized credentials that validate entry-level proficiency in Adobe Creative Cloud applications and foundational knowledge for digital media careers.

The *Visual Design Using Adobe Photoshop* exam is 50-minutes in length, comprised of two sections – selected-response items followed by live-in-the-app tasks inside Photoshop – and designed with the following Target Candidate in mind:

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product and is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of graphic design principles to perform basic or routine tasks involved in their job role with limited assistance from peers, product documentation or support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use Photoshop and usually does not have to refer basic questions to others. They can speak credibly to other users or clients about what can be done with Photoshop and about how to use it effectively.

To learn more, visit certifiedprofessional.adobe.com/photoshop.

1. Working in the Design Industry

This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing images.

- 1.1.a** Determine whether content is relevant to the purpose, audience, audience needs, user experience, and has an appropriate design for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

- 1.1.b** Identify requirements based on how the image will be used, including video, print, and web.

1.2 Communicate with colleagues and clients about design plans.

- 1.2.a** Demonstrate knowledge of techniques for communicating about design plans with peers and clients.

i. Key Terms: sketches, specifications, design process, wireframes, prototypes, iterations, change orders, drafts, feedback loop, etc.

- 1.2.b** Demonstrate knowledge of basic project management concepts.

i. Key Terms: project scope, scope creep, cloud collaboration and file management

1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

- 1.3.a** Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.
 - i. Key Terms: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, stock images, etc.*
- 1.3.b** Identify when and how to obtain permission to use images of people and locations.
 - i. Key Terms: model release, location release, etc.*
 - ii. Key Concepts: permission to use a photo is separate from permission to use a person's face or restricted location, etc.*

1.4 Demonstrate knowledge of key terminology related to digital images.

- 1.4.a** Demonstrate knowledge of digital image terminology.
 - i. Key Terms: image resolution, image size, file types, pixel, raster, bitmap, vector, path, object, type, rasterizing, rendering, resampling, resizing, image size measured in pixels vs document size measured in inches/centimeters, etc.*
- 1.4.b** Demonstrate knowledge of how color is created in digital images.
 - i. Key Terms: color mode, bit depth, gamut, CMYK vs. RGB vs. grayscale, etc.*

1.5 Demonstrate knowledge of basic design principles and best practices employed in the design industry.

- 1.5.a** Communicate visually by using the elements and principles of design and common design techniques.
 - i. Key Terms: space, line, shape, form, color, texture, emphasis/focal point, unity/harmony, variety, balance, alignment, proximity, repetition, rhythm, scale, movement, negative space, gestalt, etc.*
- 1.5.b** Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability/legibility.
 - i. Key Terms: font, size, style, color, alignment, kerning, tracking, leading, horizontal and vertical scale, line length, etc.*
- 1.5.c** Demonstrate knowledge of common photographic/cinematic composition terms and principles.
 - i. Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, framing, depth of field, field of view, white balance, etc.*

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about importing digital assets for a project.

2.1 Create a document with the appropriate settings for web, print, and video.

- 2.1.a** Set appropriate document settings for printed and onscreen images.
 - i. Key Concepts: width/height, orientation, artboards, resolution, color mode, bit depth, background, etc.*
- 2.1.b** Create a new document preset to reuse for specific project needs.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the Photoshop interface.

i. Key Concepts: Options bar, menus, panels, toolbar, artboards, etc.

2.2.b Organize and customize the workspace.

i. Key Concepts: tabbed documents; showing, hiding, nesting, and docking panels; saving and resetting workspaces; shortcuts and menus; etc.

2.2.c Configure application preferences.

i. Key Concepts: Units & Rulers, Guides, Grids & Slices, Performance, Scratch Disks, Interface, etc.

2.3 Use non-printing design tools in the interface to aid in design or workflow.

2.3.a Navigate a document.

i. Key Concepts: panning, zooming, rotating canvas, etc.

2.3.b Use rulers.

i. Key Concepts: showing and hiding rulers, changing the measurement unit on rulers, etc.

2.3.c Use guides and grids.

i. Key Concepts: adding/removing and locking/unlocking guides, setting color, showing/hiding guides and grids, using snap or align options, creating guide layouts, etc.

2.4 Import assets into a project.

2.4.a Open or import images from various devices.

i. Key Concepts: file, camera, scanner, etc.

2.4.b Place assets in a Photoshop document.

i. Key Concepts: embedded, linked, copy and pasted, etc.

2.4.c Use the Adobe Camera Raw interface to import images.

2.5 Manage colors, swatches, and gradients.

2.5.a Set the active foreground and background color.

i. Key Concepts: Color Picker, swatches, Eyedropper tool, hexadecimal value, etc.

2.5.b Create, customize, and organize gradients.

i. Key Concepts: Gradient panel, editing color and transparency stops, gradient options (i.e. radial and elliptical), grouping etc.

2.5.c Create, edit, and organize swatches.

i. Key Concepts: grouping, creating, importing, and exporting

2.6 Work with brushes, styles, and patterns.

2.6.a Open, browse, and search libraries of included brushes, styles, and patterns.

2.6.b Create, use, edit, and organize brushes, styles, and patterns.

3. Organizing Documents

This objective covers document structure such as layers and managing document structure for efficient workflows.

3.1 Use layers to manage design elements.

3.1.a Use the Layers panel to manage visual content.

i. Key Concepts: adding, deleting, hiding/showing, locking/unlocking, and duplicating, etc.

3.1.b Manage and organize layers in a complex project.

i. Key Concepts: renaming layers, creating layer groups, deleting empty layers, keeping the Layers panel organized, selecting, grouping vs. linking, flatten and merge, tradeoffs with editability and file size, etc.

3.1.c Recognize the different types of layers in the Layers panel.

i. Key Concepts: background, pixel, adjustment, type, fill, shape, vector, Smart Object (embedded and linked), active/inactive (hidden), artboard layers, etc.

3.2 Modify layer visibility using opacity, blending modes, and masks.

3.2.a Adjust a layer's opacity, blending mode, and fill opacity.

3.2.b Create and edit masks.

i. Key Concepts: layer masks, clipping masks, frame tool, applying, deleting, disabling, and link/unlink, etc.

3.3 Differentiate between and perform destructive or nondestructive editing to meet design requirements.

3.3.a Perform nondestructive editing: Smart Objects, Smart Filters, and adjustment layers.

3.3.b Perform destructive editing: painting, adjustments, erasing, and rasterizing.

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application.

4.1 Use core tools and features to create visual elements.

4.1.a Create and edit raster images.

i. Key Tools: Crop, Perspective Crop, Pencil, Clone Stamp, History Brush, Eraser, Background Eraser, Magic Eraser, Gradient, and Paint Bucket

4.1.b Create and edit vector images.

i. Key Tools: Pen, Freeform Pen, Curvature Pen, Add Anchor Point, Delete Anchor Point, Convert Point, Rectangle, Rounded Rectangle, Ellipse, Triangle, Polygon, Line, and Custom Shape

4.2 Add and manipulate text using appropriate typographic settings.

4.2.a Use type tools to add typography to a design.

4.2.b Adjust character and paragraph settings in a design.

i. Key Concepts: using font, size, style, alignment, and color to enhance legibility, readability, and hierarchy; kerning, tracking, leading, and horizontal and vertical scale, etc.

4.2.c Convert text to graphics.

i. Key Concepts: rasterizing type

4.3 Make, manage, and manipulate selections.

4.3.a Make selections using a variety of tools.

i. Key Tools: Quick Selection, Lasso tool, Magic Wand, marquee selection tools, Select Subject, Object Selection tool, Select Sky, etc.

4.3.b Modify and refine selections using various methods.

i. Key Concepts: keyboard modifiers, feather, expand, contract, inverse, select and mask workspace, refine hair, add to and subtract from selection, deselect, etc.

4.3.c Save and load selections as channels.

4.4 Transform digital graphics and media.

4.4.a Modify the canvas or artboards.

i. Key Tools: resizing, cropping, expanding, resampling, etc.

ii. Key Concepts: understanding the difference between resize and resample, etc.

4.4.b Rotate, flip, and modify individual layers, objects, selections, groups, and graphical elements.

i. Key Concepts: transforming, warping, distorting, skewing, etc.

4.5 Use basic reconstructing and retouching techniques to manipulate digital graphics and media.

4.5.a Apply basic auto-correction methods and tools.

4.5.b Use various tools to repair and reconstruct images.

i. Key Tools: healing tools, clone tools, Content-Aware tools, liquify, etc.

4.5.c Evaluate or adjust the appearance of objects, selections, or layers using various tools.

i. Key Concepts: adjustments, adjustment layers, histogram, opacity, Eyedropper tool, etc.

4.5.d Use Photoshop tools to manage exposure and saturation.

i. Key Tools: Burn tool, Dodge tool, Desaturate options, etc.

4.6 Modify the appearance of design elements by using filters and styles.

4.6.a Use filters to modify images destructively or non-destructively.

i. Key Concepts: Smart Filters vs filters, etc.

4.6.b Apply, modify, copy, and remove layer styles.

4.6.c Create, manage, and save custom layer styles.

5. Publishing Digital Media

This objective covers saving and exporting documents or assets within individual layers or selections.

5.1 Prepare images for export to web, print, and video.

5.1.a Check document for errors and project specifications.

i. Key Concepts: setting color space, resolution, pixel dimensions, metadata, etc.

5.2 5.2 Export or save digital images to various file formats.

5.2.a Save in the native file format for Photoshop (.psd).

i. Key Concepts: compatibility, saving as a copy, saving locally vs. in the Cloud, etc.

5.2.b Save in appropriate image formats for the intended purpose.

i. Key Concepts: file format, bit depth, color space, resolution, pixel dimensions, etc.

5.2.c Export project elements.

i. Key Concepts: exporting layers, exporting selections, exporting to files, exporting to libraries, metadata, etc.

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.



Adobe Certified Professional in Digital Video Using Adobe Premiere Pro

Exam versions: 2022 (22.x) and 2023 (23.x)

Course ID: ACP-PR / AITA-PR

Training Program: Certificate in Digital Video Using Adobe
Premiere Pro

Exam Name: Adobe Certified Professional (ACP)

Duration: 1.5 months.

Registration Fees: LKR. 3000

Course Fees: LKR. 40000 (Includes exam and practice test fees)

Note: *The course may be completed in a shorter period depending on the student's prior knowledge and understanding. Fast-paced learning options are available.*

Candidates who are already proficient in the software may take the exam directly without enrolling in the training program. In such cases, only the exam fee (which includes the proctoring fee) is required.

Exam Fees: LKR. 25000 (Includes proctoring fees)

Practice Test Fees: LKR 5,000

Important Notes:

- * Registration and exam fees are non-refundable.
- * Candidates must take the exam within six months from the date of paying the exam fees.
- * Registration fees must be paid at the time of application.
- * Exam fees are due at the start of the course.
- * The remaining course fees must be paid before taking the exam.
- * All fees are subject to change in the event of significant fluctuations in the USD exchange rate.



ADON INSTITUTE
TECHNOLOGY & ANIMATION



Adobe Certified Professional in Digital Video Using Adobe Premiere Pro

Exam versions: 2022 (22.x) and 2023 (23.x)

Adobe Certified Professional certifications, delivered by [Certiport](https://certiport.com), are the official, industry-recognized credentials that validate entry-level proficiency in Adobe Creative Cloud applications and foundational knowledge for digital media careers.

The *Digital Video Using Adobe Premiere Pro* exam is 50-minutes in length, comprised of two sections – selected-response items followed by live-in-the-app tasks inside Premiere Pro – and designed with the following Target Candidate in mind:

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product and is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of video production and editing principles to perform basic or routine tasks involved in her or his job role with limited assistance from peers, product documentation, or support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use Premiere Pro and usually does not have to refer basic questions to others. He or she can speak credibly to other users or clients about what can be done with Premiere Pro and how to use it effectively.

To learn more, visit certifiedprofessional.adobe.com/premiere-pro.

1. Working in the Video Industry

This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.

1.1 Identify the purpose, audience, and audience needs for preparing video editing projects.

1.1.a Determine whether content is relevant to the purpose, audience, and audience needs.

i. Key Terms: client goals, target audience, demographics, accessibility, captioning, etc.

1.1.b Identify requirements based on how the video will be delivered, distributed, and/or consumed.

i. Key Terms: Email file size limits, compression, codec and architecture, input and output file formats, aspect ratio

ii. Key Concepts: Select the correct Codec and architecture based on capture and delivery requirements.

1.2 Communicate with colleagues and clients about project plans.

1.2.a Demonstrate knowledge of techniques for communicating ideas about project plans with peers and clients.

i. Key Terms: Pre-production: shot list, scriptwriting, storyboarding, and location scouting

1.2.b Demonstrate knowledge of basic project management concepts.

i. Key Terms: Production: setup, filming, and handoff; Post-production: importing, editing, color correction, audio mixing, distributing

1.3 Determine the type of intellectual property rights, permissions, and licensing required to use specific content.

1.3.a Identify legal and ethical considerations for using third-party content.

- i. Key Terms: Creative Commons, public domain, copyright, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing*

1.3.b Identify when and how to obtain permission to use images, audio, or video.

- i. Key Terms: model release, location permitting, property release, rights, permissions, licensing*
- ii. Key Concepts: permission to use an image is separate from permission to use a person's face or a restricted location, etc.*

1.4 Demonstrate an understanding of key terminology related to digital audio and video.

1.4.a Demonstrate knowledge of digital video and audio terminology.

- i. Key video terms: frame rate, aspect ratio, safe zone, file formats, video codecs, pixels, rendering, aperture, shutter speed, ISO*
- ii. Key audio terms: clipping, levels, natural/ambient sound, room tone, Foley sound, audio sampling rates, file types*

1.4.b Demonstrate knowledge of how color is represented in digital video.

- i. Key Terms: white balance, bit depth, and working color space (RGB, CMYK, YUV, HLS)*
- ii. Key Concepts: Choosing the right color space.*

1.5 Demonstrate knowledge of basic editorial principles and best practices employed in the video industry.

1.5.a Communicate visually using standard film/video timing techniques.

- i. Key Concepts: following the action; leading in and out of shots to give editors time to cut; matching shots; zooms and pans; wide vs. tight shots; establishing shots vs. closing shots; shooting B-roll footage*

1.5.b Identify general editorial principles and guidelines for video.

- i. Key Concepts: sequencing shots, cuts (L and J cuts, cross cutting, match cuts, cutting on the action, cutaway, montage, jump cut), transitions, compositing, audio levels, mixing, background music, narration, sound effects, stills (file formats and image specifications), titles*

1.5.c Define common photographic and cinematic composition terms and principles.

- i. Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, cropping, depth of field, field of view, types of shots including close-up (CU), extreme close-up (ECU), medium close-up (MCU), medium shot (MS), wide shot (WS), long shot (LS), extreme long shot (ELS), background (BG or bg), foreground (FG or fg), over-the-shoulder (OTS), point of view (POV), cutaway, etc.*

1.5.d Identify appropriate workflows.

- i. Key concepts: Ensure continuity and quality as the project moves from preproduction through postproduction; Maintain technical quality for deliverables; Communication, documentation, and tech sheets*

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about importing digital assets for a project.

2.1 Create projects and sequences.

2.1.a Choose appropriate project settings for video.

i. Key Concepts: project location on drive, sequence settings, scratch disks, playback engine, display format, audio samples, ingest settings

2.1.b Create a sequence that matches the delivery requirements.

i. Key Concepts: editing mode, timebase, pixel aspect ratio, fields, timecode, working color space, frame size, sample rate, video previews, tracks, sequence presets

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify, navigate, and manipulate elements of the Premiere Pro interface.

i. Key Concepts: menus, panels, toolbars, search within panels, timeline, Project panel, Program and Source Monitors, Button Editor, zoom level

2.2.b Organize and customize the workspace.

i. Key Concepts: using/switching workspaces; showing, hiding, and docking panels; Workspaces panel, shortcuts, and menus; customizing, saving, and resetting workspaces

2.2.c Configure application preferences.

i. Key Settings: Auto-save, General (bin behavior), Media (Default Media Scaling), Audio Hardware, Media Cache, Timeline (Transition Default Duration), Memory, Playback

2.3 Use non-visible design tools in the interface to aid in video workflow.

2.3.a Controlling and working with the timeline and media.

i. Key Concepts: playhead, zooming, playing, pausing, keyboard shortcuts (JKL navigation,, spacebar, backslash, etc.)

2.3.b Use markers.

i. Key Concepts: setting timeline and clip markers, marking in and out points

2.3.c Use guides.

i. Key Concepts: safe margins, rulers and guides

2.4 Import assets into a project.

2.4.a Import media from various sources.

i. Key Concepts: importing files, importing layers from .psd, Adobe Dynamic Link, understand how files are linked, dragging and dropping, creating a proxy on import, interpret footage, Media Browser, adding assets from Essential Graphics and Essential Sound panels

2.4.b Manage assets in a Premiere Pro project.

i. Key Concepts: relinking files, organizing assets in bins, thumbnails vs list view, metadata, renaming assets, removing unused assets, collect or consolidate files with the Project Manager

3. Organizing Video Projects

This objective covers video project structure including layers, tracks, and assets for efficient workflow.

3.1 Manage tracks and sequences.

3.1.a Use the Timeline panel to manage tracks.

i. Key Concepts: clips vs tracks, adding/deleting tracks, locking/unlocking tracks, renaming tracks, targeting a track, expanding a track in the timeline, patching, etc.

3.1.b Manage sequences in a complex project.

i. Key Concepts: nesting sequences, linking/unlinking audio and video clips, syncing audio with video clips, renaming sequences, sync lock, creating a Multi-Camera Source Sequence

3.2 Enable and disable track output.

3.2.a Hide, show, mute, and solo tracks.

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application, as well as tools that affect the sequences within the project.

4.1 Use core tools and features to edit audio and video.

4.1.a Assemble a video sequence using a variety of methods and panels.

i. Key Panels: Timeline, Source Monitor, Program Monitor

ii. Key Concepts: setting In and Out points to determine an edit; splitting, inserting, overwriting, lifting, and extracting clips

4.2 Add and animate titles and modify title properties.

4.2.a Add superimposed text and shapes in a sequence.

i. Key Concepts: Type tools: point text, paragraph text; Create shapes with the Pen, Rectangle, and Ellipse tools; Use the Essentials Graphics panel to browse and select relevant templates

4.2.b Use appropriate controls to modify text and graphic appearance.

i. Key Text Controls: font, size, alignment, kerning, tracking, leading, horizontal and vertical scale, etc.

ii. Key Appearance Controls: fill, shadow, stroke, background

4.3 Transform footage for use in sequences.

4.3.a Resize clips using a variety of methods.

i. Key Terms: adjusting scale, aspect ratio, or frame size; letterboxing; adjusting for mixed aspect ratios; using vertically shot video from phones; etc.

4.3.b Trim and refine clips using various tools.

i. Key Tools: Rolling Edit tool, Ripple Edit tool, Rate Stretch tool

4.4 Transform digital media within a project.

4.4.a Modify clip settings.

- i. Key Concepts: labeling, renaming, setting poster frame, changing clip speed, creating a freeze frame*

4.4.b Adjust the audio of a video clip.

- i. Key Concepts: audio gain and channel remapping*

4.5 Use effects to modify video in a sequence.

4.5.a Use basic auto-correction methods and tools.

- i. Key Concepts: Know how to use the Basic Correction, Creative and Vignette controls of the Lumetri color panel*

4.5.b Apply effects presets.

- i. Key Tools: effects, transitions, presets*

4.5.c Apply effect presets on multiple clips.

- i. Key Concepts: creating and adjusting the length of the adjustment layer, nesting*

4.5.d Composite video clips using tracks.

- i. Key Concepts: keying (luma/chroma), opacity, masking, mattes, alpha channel, picture-in-picture*

4.6 Use keyframes to control video properties over time.

4.6.a Modify effect attributes in the Effect Controls Panel.

- i. Key Concepts: adjusting attributes, adding and adjusting keyframes*

4.6.b Apply and adjust video motion effects in the Timeline.

- i. Key Concepts: adjusting clip attributes over time by using keyframes*
- ii. Key Effects: motion, opacity, other visual effects*

4.7 Manage audio in a sequence.

4.7.a Apply effects presets.

- i. Key Tools: effects, transitions*

4.7.b Add audio to a sequence.

- i. Key Concepts: synchronizing, linking, replacing, merging clips, mono and stereo tracks*

4.7.c Adjust audio on the timeline or using the Effect Controls panel.

- i. Key Concepts: adding audio transitions and effects; adding, removing, and adjusting keyframes*

5. Publishing Digital Media

This objective covers publishing and exporting video and audio sequences in multiple formats for various publishing platforms.

5.1 Prepare video and audio sequences for publishing to web, screen, and other digital devices.

5.1.a Check a project for errors and project specifications.

- i. Key Concepts: gaps in timeline, frame size, safe margins, etc.*

5.2 Export and archive video and audio sequences.

5.2.a Export a single frame, a clip, range of sequence, or an entire sequence.

- i. Key Concepts: file formats, video codecs, alpha channels, file names, export locations, exporting only audio or video, exporting captions, controlling the source range, etc.*

5.2.b Export using Adobe Media Encoder.

- i. Key Concepts: batch processing, adding to queue, more than one target screen size or playback device, multiple formats, etc.*

5.2.c Archive a project.

- i. Key Tool: Project Manager*
- ii. Key Concepts: collect files, consolidate and transcode, disk space*

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Professional program.