



Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator 2021 (v 25.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 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.

Details about software concepts can be found on the Adobe Illustrator Learn & Support website at <https://helpx.adobe.com/support/illustrator.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 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: Control bar, 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, nesting, 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 Preview, 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 and transparency stops, 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 (including commercial libraries like Pantone), 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: setting document color mode (color space), 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)

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 2021 (v 22.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 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.

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