



## Adobe Certified Associate in Digital Video Using Adobe Premiere Pro CC 2018

### Exam Objectives

Adobe conducted research to identify the foundational skills students need to effectively communicate using digital media tools. Based on feedback from educators, design professionals, businesses, and educational institutions around the world, the objectives cover entry-level skill expectations for digital video. An individual earning this certification 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.

Individuals who have earned an Adobe Certified Associate certification have demonstrated mastery of the following skills. Detailed exam objectives are available on the Adobe Education Exchange.

### 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 images.

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

#### 1.2 Communicate with colleagues and clients about project plans.

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

1.2b Demonstrate knowledge of basic project management concepts.

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

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

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

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

1.4a Demonstrate knowledge of digital video terminology.

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

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

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

1.5a Communicate visually using standard film/video techniques.

1.5b Identify general design principles and guidelines for editing video.

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

1.5d Define types of shots and give examples of when and why to use them.

## 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 ingesting digital assets for a project.*

### 2.1 Set appropriate project settings for video.

2.1a Set appropriate project settings for video.

2.1b Create a sequence that matches the project requirements.

### 2.2 Navigate, organize, and customize the application workspace.

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

2.2b Organize and customize the workspace.

2.2c Configure application preferences.

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

2.3a Navigate a project.

2.3b Use timeline markers.

2.3c Use guides.

### 2.4 Import assets into a project.

2.4a Import media from various sources

2.4b Manage assets in a Premiere Pro project.

## 3 Organizing Video Projects

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

### 3.1 Use the Timeline panel to manage video and audio tracks.

3.1a Use the Timeline panel to manage tracks.

3.1b Manage sequences in a complex project.

3.1c Work with multiple layers.

3.1d Flatten and merge layers.

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

### 3.2 Modify basic track visibility and audio levels.

3.2a Adjust a track's visibility and audio levels.

## 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.

4.1a Create a video rough-cut using a variety of tools and panels.

4.1b Place images and video into a sequence..

### 4.2 Add and animate titles and modify title properties.

4.2a Create superimposed text and shapes in a video sequence.

4.2b Use appropriate character settings in a title.

4.2c Use appropriate paragraph settings in a title.

4.2d Animate title elements..

### **4.3 Trim footage for use in sequences.**

**4.3a** Resize clips using a variety of tools.

**4.3b** Modify and refine clip trims using various methods.

### **4.4 Transform digital media within a project.**

**4.4a** Modify clip settings.

**4.4b** Change the speed or direction of a video clip.

**4.4c** Adjust the audio of a video clip.

### **4.5 Use basic editing techniques and effect presets to manipulate digital audio and video.**

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

**4.5b** Use audio and video effects presets.

**4.5c** Apply and adjust effects presets on multiple clips in separate tracks by using adjustment layers.

### **4.6 Use Effect Controls to modify video in a sequence.**

**4.6a** Modify video effect settings.

**4.6b** Apply and adjust video motion effects.

**4.6c** Composite video tracks.

### **4.7 Manage audio in a video sequence.**

**4.6a** Add audio to a sequence.

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

## **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.**

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

### **5.2 Export and archive video and audio sequences.**

**5.2a** Export a clip, range of frames, or an entire sequence.

**5.2b** Export a single frame.

**5.2c** Export using the Adobe Media Encoder.

**5.2d** Archive a project.

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 Associate program.