

Web Authoring Using Adobe Dreamweaver CC (2015) 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 web communication.

Individuals who have earned an Adobe Certified Associate certification in Web Authoring Using Adobe Dreamweaver have demonstrated mastery of the following skills:

Domain 1.0 Setting Project Requirements

- 1.1 Identify the purpose, audience, and audience needs for a web authoring project.
- 1.2 Summarize how designers make decisions about the type of content to include in a web authoring project, including considerations such as copyright, project fit, permissions, and licensing.
- 1.3 Demonstrate knowledge of project management tasks and responsibilities.
- 1.4 Communicate with others (such as peers and clients) about design plans.

Domain 2.0 Understanding Web Authoring

- 2.1 Demonstrate knowledge of basic web authoring terminology.
- 2.2 Demonstrate knowledge of basic design principles and best practices employed in the web authoring industry, such as usability, accessibility, consistency, and visual hierarchy.
- 2.3 Demonstrate knowledge of Hypertext Markup Language (HTML) and the behavior of basic HTML tags.
- 2.4 Demonstrate knowledge of Cascading Style Sheets (CSS) and the behavior of basic CSS tags.
- 2.5 Demonstrate knowledge of how to author web content that works equally well in various operating systems, browser versions/configurations, and devices.
- 2.6 Demonstrate knowledge of digital images, text, interactive elements, animation, and video and audio content as they pertain to web authoring.

Domain 3.0 Understanding Adobe Dreamweaver

- 3.1 Identify elements of the Adobe Dreamweaver CC interface and demonstrate knowledge of their functions.
- 3.2 Identify and define the functions of commonly used panels, including the Insert panel, Property Inspector, Assets panel, and Files panel.
- 3.3 Navigate, organize, and customize the workspace.

Domain 4.0 Web Authoring Using Adobe Dreamweaver

- 4.1 Define a new Dreamweaver site.
- 4.2 Create a web page and define the page layout using HTML, CSS, and div tags.
- 4.3 Add and modify text.
- 4.4 Insert and manipulate images, video, sound, interactive elements, and animation.
- 4.5 Link web content, using hyperlinks, email links, and named anchors.
- 4.6 Create and manage special content types in a web authoring project, including tables and forms.

Domain 5.0 Testing, Publishing, and Maintaining Web Content Using Adobe Dreamweaver

- 5.1 Conduct technical and usability tests.
- 5.2 Manage assets, links, and files for a site.
- 5.3 Publish and update site files to a remote server.
- 5.4 Demonstrate knowledge of how to optimize web content to make it visible to search engines.