

Visual Design Using Photoshop 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 visual communication.

Individuals who have earned an Adobe Certified Associate certification in Visual Communication Using Adobe Photoshop CC (2015) have demonstrated mastery of the following skills:

Domain 1.0 Setting Project Requirements

- 1.1 Identify the purpose, audience, and audience needs for preparing images.
- 1.2 Summarize how designers make decisions about the type of content to include in a 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 Identifying Design Elements When Preparing Images

- 2.1 Understand key terminology related to digital images.
- 2.2 Demonstrate knowledge of basic design principles and best practices employed in the visual design industry.
- 2.3 Demonstrate knowledge of typography and its use in visual design.
- 2.4 Demonstrate knowledge of color and its use in digital images.
- 2.5 Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print.

Domain 3.0 Understanding Adobe Photoshop

- 3.1 Identify elements of the Photoshop CC user interface and demonstrate knowledge of their functions.
- 3.2 Identify and define the functions of commonly used Panels, including the Properties, Layers, Brushes, Adjustments, and Type panels.
- 3.3 Define the functions of commonly used tools, including selection, drawing, painting, type, and vector shape tools.
- 3.4 Navigate, organize, and customize the workspace.
- 3.5 Use non-printing design tools in the interface, such as rulers and guides.
- 3.6 Demonstrate knowledge of layers and masks.
- 3.7 Manage colors, swatches, and gradients.
- 3.8 Manage brushes, symbols, graphic styles, and patterns.

Domain 4.0 Creating Digital Images Using Adobe Photoshop

- 4.1 Create a new project.
- 4.2 Import assets into a project.
- 4.3 Make, manage, and manipulate selections.
- 4.4 Transform images.
- 4.5 Create and manage layers and masks.
- 4.6 Use basic retouching techniques — including color correction, blending, cloning, and filters — to manipulate a digital image.
- 4.7 Create a vector drawing, such as an icon, button, or layout.
- 4.8 Add and manipulate type.
- 4.9 Add filters.

Domain 5.0 Publishing Digital Images by Using Adobe Photoshop

- 5.1 Prepare images for export to web, print, and video.
- 5.2 Export or save digital images to various file formats.