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VIDEO COMMUNICATION USING ADOBE® PREMIERE® PRO

CERTIFY THE SKILLS REQUIRED TO BREAK INTO THE INDUSTRY

With the rapid advancement of video and multi-media technology, your students won't need a movie studio with a box-office budget to back their next great feature film—just the skills. Opportunities for careers in professional video production and editing are expanding while simultaneously becoming more competitive. Getting students in position early to not only develop but also certify those skills through Adobe® Certified Associate (ACA) Video Communications using Adobe Premiere® Pro will ensure they have a promising start to an exciting future.

BUILD A SHOW-STOPPING RESUMÉ WITH ADOBE PREMIERE CERTIFICATION

Getting a break in the video production and editing industry usually begins with talent. But it doesn't always end there. Students who certify their career and application skills in Video Communications using Adobe Premiere Pro demonstrate to employers the proficiency to get the job done right when it matters most. Plus, they will have a leg up in knowing the software that leads the industry in performance and stability.

DEVELOP CAREER, NOT JUST APPLICATION, SKILLS

The ACA Video Communications using Adobe Premiere Pro exam incorporates not only knowledge-based questions that help determine application proficiency but also subject matter that treats the broader career knowledge required for working professionals. The exam was created by leading educators and is designed for seamless integration into your curriculum. It can also be easily administered on-site or at a local testing center. To learn about the exams, visit:

www.adobe.com/education/resources/certificate-programs.edu.html.

EXAM OBJECTIVES:

Video Communication using Adobe® Premiere® Pro

- Setting Project Requirements
- Identifying Design Elements when Preparing Video
- Understanding the Adobe Premiere Pro Interface
- Editing a Video Sequence with Adobe Premiere Pro
- Exporting Video with Adobe Premiere Pro

Get Started with the Classroom License!

The ACA Exam Classroom License offers unlimited exams at your finger tips for one yearly license fee. You can simplify budgeting while expanding the reach of your certification program. It also means you have four great certifications for students to choose from—including Visual Communications using Adobe® Photoshop®, Rich Media Communications using Adobe® Flash®, and Web Communications using Adobe® Dreamweaver®.



PROVIDES INSTRUCTORS WITH POWERFUL IN-CLASS RESOURCES

- Incorporate the exam into current courses to measure success
- Raise the profile and value of your video production and editing courses
- Answer the demand for certification in video production and editing
- Take advantage of today's powerful digital testing and auto-scoring software
- Access free curriculum that maps to exam objectives from Adobe Education: www.adobe.com/education/resources/certificate-programs.edu.html
- Prove students' overall career abilities in the field of video production and editing

HELPS STUDENTS LEARN MORE AND PROVE IT

- Validates newly acquired skills in Adobe Premiere Pro for an entry-level position in professional video
- Effectively demonstrates an understanding of workflows; searching video content with metadata; identifying supported native formats; capturing, editing, encoding, and delivering video assets; and more.
- Provides the foundation necessary to further enhance productivity and marketability with other digital media skills
- Gives inexpensive, fast start into higher education with an industry recognized credential

TOP REASONS TO SWITCH TO ADOBE® PREMIERE® PRO

Aside from the unparalleled integration with other Adobe software (Adobe Illustrator®, Adobe Photoshop®, and Adobe After Effects® to name a few), Adobe Premiere Pro sports blazing performance with the 64-bit Mercury Playback Engine, optimized for multicore and GPU-accelerated for realtime effects, color correction/color grading, accelerated rendering, and superior multilayer performance. Premiere also reaches new heights in:

- Color fidelity and conversion
- Support for tapeless and DSLR footage
- Metadata features for greater editing and production efficiency
- Cross-platform collaboration



Premiere Pro's been drastically improved, to such a profound extent that it could save you dozens of hours on every project you produce... Jaw agape, I'm positively astonished with this technology, remarking multiple times, 'Mercury, where you been all my life?'

Charlie White,
Studio Daily

Learn more at: www.adobe.com/products/premiere/switch/



**CERTIFIED
ASSOCIATE**