Adobe Certified Associate

Put Your Talents On Display

CERTIFIED ASSOCIATE — Adobe

Demonstrate your expertise in today's most popular Web design and multi-media applications from Adobe.

Dreamweaver

Dreamweaver is the industry leading web development tool, enabling users to efficiently design, develop and maintain standards-based web sites and applications.
With Dreamweaver, you can go from start to finish, creating and maintaining basic web sites to advanced applications that support best practices and the latest technologies.

Flash

Flash is the industry standard for creating and delivering effective rich interactive content across desktops and devices. Flash enables users to integrate animation, video, text, audio and graphics into engaging user experiences that span a wide variety of digital devices, from desktops to mobile phones.

Photoshop

Photoshop is the industry standard for the utmost creative control in image editing and compositing. You can apply filters nondestructively, manage and correct color more easily, convert color images to rich black-and-white with one click, and retouch images with more powerful cloning and healing tools.

GIVE YOUR STUDENTS' CREATIVE JUICES A SHOT OF CREDIBILITY

Landing that first job out of high school or college is daunting. The classic dilemma for students entering the workforce with little or no experience is convincing employers they are capable of doing the job. Talented students now have an effective credibility-building tool they can add to their resumés: Adobe® Certified Associate.

For those seeking employment that requires demonstrating the ability to use digital media needed to plan, design, build, and maintain effective communications, Adobe Certified Associate is a certification program that validates the skills of job seekers.

BOOST CONFIDENCE WITH UP-TO-DATE SKILLS

No question about it: Educators everywhere use Adobe software to energize learning in the 21st Century. Like the students who pursue certification, teachers enhance their own teaching credentials by earning an industry-recognized certification. By becoming an Adobe Certified Associate, they can elevate their stature in the classroom and provide a model for students in developing employable skills through Adobe certification.

CERTIFICATION HELPS PROVE PROFICIENCY

In an increasingly competitive work world, employers need more than familiar users of digital communications technology to drive successful business outcomes—they need proficient users. With certification, hiring managers will know that work similar to the excellent portfolio they just reviewed can be accomplished efficiently.

WHAT TALENTS CAN BE DISPLAYED THROUGH ADOBE CERTIFIED ASSOCIATE?

Employment using digital communications skills is growing worldwide. Whether it's a career in graphic design, Web marketing, video production, or more, becoming an Adobe Certified Associate will help give you the inside track to work in these exciting new fields.

Adobe offers three areas in which to gain certification for entry-level skills:

- Web Communication using Dreamweaver
- Rich Media Communication using Adobe Flash
- Visual Communication using Adobe Photoshop

CERTIPORT®

Adobe Certified Associate

Digital Communications' Flourishing Worldwide Audience

- Used by more than 1.5 million creative professionals worldwide and with an audience of more than 560 million users across the web, Flash is the world's most pervasive software platform.

- In 2006, the Web gained a record 30.9 million sites in a single year, helping to make the current total well over 100 million distinct sites on the Internet.

  Source: http://news.netcraft.com/archives/web_server_survey.html

Did You Know?

Findings from a recent study show workers in non-IT capacities are using digital communications skills in every-day work activities:

- Since 2000, more specialized digital tasks have gained substantial traction in the workplace. In a recent survey, nearly 20 percent of the respondents said they performed video, audio, Web, or graphic production tasks once or twice a week while approximately another 40 percent stated they executed such tasks at least once every couple of months.

- Over the past five years, the average growth of users in what was considered specialized digital tasks is greater than more mainstream tasks. Specifically, animation, video, and audio are the fastest growing areas with more than 35% growth over the last five years.

Source: "Digital Media Skills Initial Findings," California Community Colleges Media & Entertainment Initiative (MEI), January 2006.

ADOBE CERTIFIED ASSOCIATE: INTEGRATES SEAMLESSLY INTO YOUR CLASSROOM

To help educators achieve these outcomes, Adobe has built course materials focused on career areas in Web Design, Visual and Print Design, and Digital Video. These course materials correlate directly to specific Adobe Certified Associate certification objectives. Access the free curriculum from Adobe® Education at www.adobe.com/education/instruction/teach/digitalcareers.html.

Certiprep for Adobe Certified Associate is the premier practice test solution for the industry-recognized Adobe® certifications. Whether students need just a little or a lot of help gearing up for the certification exam, Certiprep is designed to accurately simulate the certification testing environment. It maps directly to certification exam objectives and employs similar "live application" technology used in the certification exams.

Adobe has assembled exam study packets with materials excerpted from the Digital Design Curriculum highlighting a few of the more challenging techniques covered on the exams. The packet includes the certification objectives and a few practice exam items to help prepare for the testing experience. To download the study packets visit www.ceritport.com/adobe.

"Adobe Certified Associate certification will give our students an edge. It connects everything they need to know to do web development."

— Mary Leonard, Springfield Clark County Joint Vocational School – Springfield, Ohio

"The Dreamweaver exam is perfect because it is a basic test for demonstrating they have the skills to do their jobs. We recommend it because Adobe is an industry standard; it's something important they can put on their resumés should they ever have the opportunity to make a career change."

— Terry Gibbons, Temple Independent School District – Temple, Texas

CONTACT US TO LEARN MORE

For education providers ask about the ACA Classroom License - means lower costs, expanded implementation, increased control, and simplified budgeting.

To find out more about the program, please visit **www.certiport.com/adobe.** To learn how you can start the Adobe Certified Associate program at your institution, call us today at **1-800-933-4493.**

CERTIPORT®