



Print & Digital Media Publication Using Adobe InDesign CC 2019

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 print and digital media publication. 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:

1. Working in the Design 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 publications.

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

i. Key Terms: client goals, target audience, demographics, accessibility, etc.

1.2 Communicate with colleagues and clients about design plans.

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

i. Key Terms: sketches, specifications, wireframes, prototypes, iterations, change orders, drafts, feedback loop, project scope, scope creep, etc.

1.2.b Demonstrate knowledge of basic project management concepts.

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

1.3.a Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing.

i. Key Concepts: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, etc.

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

i. Key Terms: model release, location release, etc.

ii. Key Concepts: permission to use a photo is separate from permission to use a person's face or restricted location, etc.

1.4 Demonstrate an understanding of key terminology related to publications.

1.4.a Demonstrate knowledge of publication terminology.

i. Key Terms: image resolution, image size, file types, linking and embedding, pixel, raster, bitmap, vector, path, object, type, rendering, resizing, and size measured in picas, inches, pixels, centimeters, etc.

1.4.b Demonstrate knowledge of how color is created in publications.

i. Key Terms: color management, bit depth, gamut, CMYK vs. RGB vs. grayscale, etc.

1.4.c Understand and use key terms related to multi-page layouts.

- i. Key Terms: title, header, body text, block quote, footer, caption, table of contents, index, page size, page orientation, facing pages, spread, bleed, trim, slug, master page, alternate page layout, column, gutter, margin, frame, etc.*

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

1.5.a Communicate visually using the elements and principles of design and common design techniques.

- i. Key Terms: space, line, shape, form, color, texture, emphasis/focal point, unity/harmony, variety, balance, alignment, proximity, repetition, rhythm, scale, movement, negative space, gestalt, etc.*

1.5.b Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability.

- i. Key Terms: font, size, style, color, alignment, kerning, tracking, leading, horizontal and vertical scale, line length, etc.*

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

- i. Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, cropping, depth of field, field of view, white balance, etc.*

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 Create a document with the appropriate settings for web, print, and mobile.

2.1.a Set appropriate document settings for printed and onscreen publications.

- i. Key Concepts: width/height, orientation, artboards, bleed, slug, raster effects resolution, color mode, etc.*

2.1.b Create a document preset to reuse for specific project needs.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the InDesign interface.

- i. Key Concepts: Options bar, menus, panels, toolbar, pages/spreads, etc.*

2.2.b Organize and customize the workspace.

- i. Key Concepts: tabbed documents; showing, hiding, nesting, and docking panels; saving and resetting workspaces; shortcuts and menus, etc.*

2.2.c Configure application preferences.

- i. Key Concepts: Display Performance, Interface, Grids, Guides & Pasteboard, Spelling, Story Editor Display, Units & Increments, etc.*

2.3 Use non-printing design tools in the interface to aid in design or workflow.

2.3.a Navigate a document.

- i. Key Concepts: panning, zooming, rotating pages, pasteboard, etc.*

2.3.b Use rulers.

- i. Key Concepts: showing and hiding rulers and changing the measurement unit on rulers, etc.*

2.3.c Use guides and grids.

- i. Key Concepts: adding, removing, and locking/unlocking guides; setting color; hiding guides and grids, showing grids, smart guides; creating guide layouts, etc.*

2.3.d Use views and modes to work efficiently.

- i. Key Concepts: changing display modes; Preview mode; screen modes - slug, presentation, preview, and bleed, etc.*

2.4 Import assets into a project.

2.4.a Open and use templates.

2.4.b Place assets in an InDesign document.

i. Key Concepts: embedding, linking, relinking, packaged, disadvantages of copying and pasting images, etc.

2.5 Manage colors, swatches, and gradients.

2.5.a Set the active fill and stroke color.

i. Key Concepts: frame vs text, Color Picker, swatches, Eyedropper tool, hexadecimal value, etc.

2.5.b Create and customize gradients.

i. Key Concepts: Gradient panel, editing color and transparency stops, radial and elliptical gradient, etc.

2.5.c Create, manage, and edit swatches and swatch libraries.

i. Key Concepts: color and gradient swatches; identifying color swatch type, including Process and Spot; creating, managing, and loading swatch libraries (including commercial libraries like Pantone), Color Themes panel.

2.6 Manage paragraph, character, and object styles.

2.6.a Load and modify styles.

3. Organizing Documents

This objective covers document structure such as layers, tracks, and managing document structure for efficient workflows.

3.1 Use layers to manage design elements.

3.1.a Use the Layers panel to modify layers.

i. Key Concepts: adding, deleting, hiding/showing, locking/unlocking, duplicating, and renaming layers, understanding that layers are spread-based, etc.

3.1.b Employ best practices to effectively manage layers in a complex project.

i. Key Concepts: renaming layers, creating layer groups, deleting empty layers, keeping the Layers panel organized, using sublayers, working with layers across spreads

3.1.c Work with multiple layers.

i. Key Concepts: hierarchy and stacking order, selecting, grouping, selecting and targeting objects using the Layers panel, etc.

3.1.d Modify layer visibility and printability.

3.2 Manage and modify pages.

3.2.a Create pages in a document.

i. Key Concepts: adding/deleting pages, master pages, pages vs. spreads, etc.

3.2.b Edit and customize pages.

i. Key Concepts: selecting pages, rearranging pages, page settings, linking/unlinking master pages, alternate layouts, etc.

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application, as well as tools that affect the visual appearance of document elements.

4.1 Use core tools and features to lay out visual elements.

4.1.a Create frames using a variety of tools.

i. Key Concepts: understanding frame types (graphic, text, unassigned) and creating frames using frame tools, Text tool, Pen tool, etc.

4.1.b Place images in documents.

i. Key Concepts: placing images into documents or into existing frames, frame fitting options, using frames to affect visibility of the content within frames, etc.

4.2 Add and manipulate text using appropriate typographic settings.

4.2.a Use a variety of type tools to add typography to a design.

- i. *Key Tools: text frames, regular type, type on a path, etc.*

4.2.b Use appropriate character settings in a design.

- i. *Key Settings: font, size, style, alignment, kerning, tracking, leading, horizontal and vertical scale, etc.*
- ii. *Key Concepts: using color to enhance readability and hierarchy, etc.*

4.2.c Use appropriate paragraph settings in a design.

- i. *Key Settings: indentation, alignment, paragraph spacing, numbered and bulleted lists, using and working effectively with paragraph styles, etc.*

4.2.d Convert text to graphics.

- i. *Key Concepts: converting text to outlines, benefits/disadvantages, etc.*

4.2.e Manage text flow across multiple text areas.

- i. *Key Concepts: managing overflow text, threading text, text wrap, primary text flow, text columns, etc.*

4.2.f Use tools to add special characters or content.

- i. *Key Terms: page numbers, table of contents, index markers and index, special characters, break characters, etc.*

4.3 Make, manage, and edit selections.

4.3.a Make selections using a variety of tools.

- i. *Key Tools: Selection tool vs Direct Selection tool, page selection, selecting frames vs content.*

4.3.b Modify and refine selections using various methods.

- i. *Key Concepts: keyboard modifiers, selecting multiple objects with selection tools or in the Layers panel, moving and grouping objects, regular Selection tool vs Direct Selection tool, etc.*

4.4 Transform digital graphics and media within a publication.

4.4.a Modify frames and frame content.

- i. *Key Terms: frames, content, redefining frame types, clipping paths, content collector, etc.*
- ii. *Key Concepts: understanding the relationship between a frame and its content, replacing frame content, using frames to crop content or split text, etc.*

4.4.b Rotate, flip, and transform individual frames or content.

- i. *Key Concepts: alignment, distribution, scaling, shearing, rotating, transform panel, etc.*

4.5 Use basic reconstructing and editing techniques to manipulate document content.

4.5.a Apply basic auto-correction methods and tools.

- i. *Key Concepts: spell check, hyphenation, change case, etc.*

4.5.b Use various tools to repair and reconstruct project content.

- i. *Key Tools: find/replace, custom dictionaries, dictionary language, etc.*

4.5.c Evaluate or adjust the appearance of objects, frames, or layers using various tools.

- i. *Key Concepts: fill and stroke, opacity, Pathfinder panel, etc.*

4.5.d Use the Story Editor to edit text within a project.

- i. *Key Concepts: Story Editor interface, editing with Story Editor, troubleshooting/proofreading tips in Story Editor, etc.*

4.6 Modify the appearance of design elements by using effects and styles.

4.6.a Use effects to modify images or frames.

- i. *Key Concepts: applying premade object styles, drop shadows, feathers, glow, etc.*

4.6.b Create, edit, and save object styles.

- i. *Key Concepts: creating, deleting, and managing object styles, breaking links to graphic styles, etc.*

4.7 Add interactive or dynamic content or media to a project.

4.7.a Add interactive elements and behaviors.

i. Key Concepts: navigation, hyperlinks, cross references, buttons, page transitions, and animation.

4.7.b Demonstrate knowledge of how to embed rich-media objects.

i. Key Concepts: HTML content, video files, Media and SWF panels, etc.

4.7.c Identify and assign triggers for multimedia assets.

i. Key Concepts: rollover, click, automatic load, etc.

4.8 Create and edit tables.

4.8.a Create a table to display data.

i. Key Concepts: adding or importing tabular data, rows, columns, cells, graphic vs text cells, etc.

4.8.b Edit tables and cells.

i. Key Concepts: fill, strokes/borders, merging/splitting cells, distributing cells, converting text and table data, etc.

5. Publishing Digital Media

This objective covers saving and exporting documents or assets within individual layers or selections.

5.1 Prepare documents for publishing to web, print, and other digital devices.

5.1.a Check document for errors and project specifications.

i. Key Concepts: Preflight panel and process, resolving preflight errors, color space, bleed, resolution, document size, etc.

5.2 Export or save documents to various file formats.

5.2.a Save in the native file format for InDesign (.indd).

i. Key Concepts: saving for compatibility with earlier versions of the software (.idml), saving copies, etc.

5.2.b Save in appropriate formats for print or screen.

i. Key Concepts: PDF, EPUB, HTML, etc.

5.2.c Print proof copies before publishing.

i. Key Concepts: print settings, printing pages vs. spreads, printing thumbnails or tiles, etc.

5.2.d Package an InDesign project.

i. Key Concepts: font and image management, packaging projects.

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.