Adobe Certified Professional in Web Authoring Using Adobe Dreamweaver 2021 (v 21.x)

All objectives are expected to be understood to the level of the Target Candidate:

The Target Candidate (TC) has approximately 150 hours of instruction and hands-on experience with the product, is familiar with product features and capabilities, as well as relevant career concepts. The TC is generally self-sufficient and able to apply knowledge of current web design principles to perform basic or routine tasks involved in her or his job role with limited assistance from peers, product documentation and support services. The TC generally works in collaboration with colleagues or with supervision. Furthermore, the TC will be able to answer most routine conceptual and applied questions about how to use Dreamweaver and usually does not have to refer basic questions to others. He or she can speak credibly to other users or clients about what can be done with Dreamweaver and about how to do it effectively.

Details about software concepts can be found in the Adobe Program Learn & Support website at https://helpx.adobe.com/dreamweaver/user-guide.html.

1. Working in the Web 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 websites.

1.1.a Determine whether content is relevant to the purpose, the audience, audience needs, user experience, and has an appropriate design for target devices.

i. Key Terms: client goals, target audience, demographics, accessibility, technical limitations, bandwidth, browsers, resolution, user interface, usability, user experience, business problem to be solved, expected results, responsive design, etc.

1.2 Communicate with colleagues and clients throughout the project.

1.2.a Demonstrate knowledge of techniques for communicating ideas about expected outcomes with peers and clients.

i. Key Terms: design process, sitemap, mood boards, style tiles, storyboarding, design comp, sketches, specifications, wireframes, prototypes, iterations, change orders, drafts, feedback loop, project scope, scope creep, platform requirements, code commenting, etc.

1.2.b Demonstrate knowledge of basic project management concepts.

i. Key Terms: Schedule, budget, project goals, dependencies and prioritization, proposal, phased project planning, completion benchmarks, pair programming, project documentation, asset management, naming conventions, A/B testing, test plan, iterative project management concepts, cloud collaboration, and file management, etc.

1.3 Demonstrate an understanding of the type of permissions required to use specific content.

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

i. Key concepts: Creative Commons, public domain, intellectual property, derivative work, commercial/non-commercial use, attribution, work for hire, fair use/fair dealing, stock assets, etc.

1.3.b Identify when and how to obtain permissions to use code and content.

i. Key concepts: model release, location release, media release, restricted location, stock assets, frameworks, code, templates, implications of using an asset hosted on a different site (hotlinking), etc.

1.4 Demonstrate an understanding of key technologies related to web design and development.

1.4.a Demonstrate fundamental knowledge of internet terminology.

i. Key Terms: accessibility, absolute vs relative URL, site architecture, URL, web servers, TCP/IP, FTP, ISP, bandwidth, domain registration, DNS, web host, localhost, etc.

1.4.b Demonstrate fundamental knowledge of search engines and search engine optimization.

i. Key Terms: SEO, keywords, metadata, alternate text, hierarchy, back links, best practices, indexing and crawling, sitemap, etc.

1.4.c Demonstrate fundamental knowledge of web security concepts.

i. Key Concepts: Protocols (FTP/SFTP, HTTP/HTTPS, etc.), common malware types, firewalls, risk of linking to external content, DDoS, security needs, file permissions, authentication, authorization, spamming, CAPTCHA, etc.

1.4.d Demonstrate knowledge of key web development concepts.

i. Key Concepts: use HTML for structure, use CSS for appearance; use JavaScript for behavior, server-side languages, frameworks, responsive vs adaptive web design, etc.

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

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

i. Key Concepts: symmetry, proximity, continuity, balance, contrast, hierarchy, color theory, typography, grid system, etc.

1.5.b Identify user experience design elements and practices.

i. Key Concepts: usability, accessibility, consistency, user experience research, Hick's law, Fitt's law, discoverability, functionality, aesthetics, etc.

1.5.c Identify elements of user interaction.

i. Key Concepts: navigation, mouse input, keyboard input, touch input, menus, controls, form elements, feedback (tooltips and validation), 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 managing digital assets for a site.

2.1 Create a new site with the appropriate settings.

2.1.a Set appropriate options for defining a new site.

i. *Key Concepts: root folder, local/remote/testing sites, server technology, FTP settings, cloaking, version control, check-in/check-out process, GIT repositories, etc.*

2.1.b Create a new page for specific project needs.

i. *Key Concepts: starter templates, customizing templates for a site, DOCTYPE, document titles, frameworks, Bootstrap, etc.*

2.2 Navigate, organize, and customize the application workspace.

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

i. *Key Concepts: Property Inspector, toolbars, Status bar, Code view vs Design view vs Live view, etc.*

2.2.b Organize and customize the workspace.

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

2.2.c Configure application preferences.

i. *Key Concepts: New Document, Code Hints, Fonts, Interface, File Types and Editing, Real-Time Preview, Extract, Site, Linting, etc.*

2.3 Use non-visible design tools in the interface to aid in project workflow.

2.3.a Configure content viewing options.

i. *Key Concepts: window size, magnification, orientation, real-time preview, etc.*

2.3.b Navigate a site.

i. *Key Concepts: navigating folder directories, nested folders, etc.*

2.4 Manage assets in a project.

2.4.a Add and organize assets.

i. *Key Concepts: Copying, pasting, moving, editing and deleting assets (images, colors, URLs, scripts, snippets, and media) by using the Files panel; Assets panel; CC Libraries; extracting assets from .psd, etc.*

2.4.b Configure assets in a project.

i. *Key Concepts: compressing assets, setting permissions, managing local and remote files using the Files panel, etc.*

3. Organizing Content on a Page

This objective covers document structure and responsive design.

3.1 Organize page structure.

3.1.a View, edit, and manage the structure of a page.

i. *Key Concepts: DOM panel, DOM structure as it applies to element hierarchy (header, footer, nav, body, script, article, span, div), properly nesting elements, etc.*

3.2 Apply responsive and adaptive design concepts.

3.2.a Design a web page that works well on multiple devices.

i. *Key Concepts: media queries, breakpoints, CSS measurement units, designing for multiple devices (different viewport sizes), Bootstrap framework templates, etc.*

4. Working with Code to Create and Modify Content

This objective covers core technologies used to create web content.

4.1 Organize and display content using HTML.

4.1.a Identify the appropriate use of <html>, <head>, <body>, and tags.

4.1.b Differentiate between block and inline elements.

4.1.c Format content using headings, paragraphs, and lists.

i. *Key Elements: <h1> through <h6>, <p>, <ol>, <ul>, <li>, , , <br>, <blockquote>, , etc.*

4.1.d Insert and manipulate images, video, sound, and animation.

i. *Key Concepts: Inserting images, scaling images, adding alt text for accessibility and search engine optimization, inserting and configuring video and audio, etc.*

ii. *Key Elements: <img>, <video>, <audio>*

4.1.e Create, manage, and edit hyperlinks.

i. *Key Concepts: Internal, external, absolute, relative, email, telephone, named anchors, target attribute, etc.*

4.2 Apply table and semantic elements to describe content.

4.2.a Display and organize information using tables.

i. *Key Elements: <table>, <tr>, <td>, <th>, <thead>, <tfoot>*

4.2.b Display and organize information using other basic semantic elements.

i. *Key Elements: <article>, <aside>, <nav>, <section>, <footer>, <header>, <main>, etc.*

4.3 Style a web page using CSS

4.3.a Configure initial page properties.

i. *Key Concepts: Page Properties dialog*

4.3.b Manage fonts.

i. *Key Concepts: font-family, default fonts, page fonts, font substitution list, etc.*

4.3.c Create and manage CSS rules using the CSS Designer panel.

i. *Key Concepts: Sources, @Media, Properties, and Selectors sections; enabling and disabling CSS rule properties, searching and filtering, etc.*

4.3.d Create and use inline styles, internal styles, and external style sheets.

i. *Key Concepts: Cascading order, importing style sheets (@import), etc.*

4.3.e Create and modify selectors that reference specific HTML elements.

i. *Selector Types: id, class, tag, pseudo class, group, descendant, child selectors*

4.3.f Apply common CSS declarations

i. *Key Declarations: fonts, backgrounds, images, colors, box model, width, height, positioning, styles for button states, tabs, animated drop-down menus, etc.*

4.3.g Organize a web page layout with relatively and absolutely positioned div tags and CSS styles.

i. *Key Concepts: inserting a div tag in standard mode, modifying div tag attributes, and displaying overlapping content on a web page using div tags, etc.*

4.4 Add interactivity using JavaScript

4.4.a Create and manage forms.

i. Key Concepts: identifying which form inputs are appropriate for collecting various types of information, inserting form elements on a page, methods used to transmit form data (GET, POST, action attribute), data validation, etc.

4.4.b Add interactivity to a web page.

i. Key Concepts: HTML5 canvas, JavaScript snippets, etc.

5. Publishing Digital Media

This objective covers saving and exporting entire documents in multiple formats or specific assets within the project.

5.1 Prepare project for publishing.

5.1.a Set up for testing and publishing.

i. Key Concepts: local site, remote site, testing server, web server, file transfer protocols (FTP, local/network, Secure FTP, WebDav, RDS), managing assets, links, and files, etc.

5.1.b Check project for errors and project specifications.

i. Key Concepts: spell check, creating a sitemap, HTML validation, usability and accessibility check, cleanup HTML, checking and updating links sitewide, testing live site to validate links and media, troubleshooting CSS issues by using visual aids, previewing in browser, Live View, code validation, etc.

5.2 Publish a web site.

5.2.a Save web pages.

i. Key concepts: Save vs Save as..., file name and location, Save as template, etc.

5.2.b Publish a live site.

i. Key concepts: Put/Get files to and from server, Check-in/check-out for team projects, refresh site files, dependent/associated files, cloaking files and folders, synchronizing local and remote sites, etc.

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 Professional program.

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