

Adobe Certified Professional in Content Creation and Marketing Using Adobe Express

Adobe Certified Professional certifications, delivered by Certiport, are the official, industry-recognized credentials that validate entry-level proficiency in Adobe Creative Cloud applications and foundational knowledge for digital media careers.

The *Content Creation and Marketing Using Adobe Express* exam is 50-minutes in length and designed with the following Target Candidate in mind:

> *The Target Candidate (TC) is a professional, postsecondary student, or secondary student preparing to graduate with approximately 150 hours of combined academic or other instruction and hands-on experience in using Adobe Express for efficient content creation and communication, and in digital marketing. The successful candidate will have knowledge of the basic tasks required in day-to-day use of the product. The candidate can speak credibly to other users about what can be done with Adobe Express and about how to do it.*

To learn more, visit certiport.com/adobe and certifiedprofessional.adobe.com.

1. Digital Marketing Principles

This objective covers digital marketing principles that help marketers successfully implement promotions and branding.

1.1 Summarize promotion concepts.

1.1.a Describe the process of communication with customers and potential customers to inform, persuade, and remind about products, their price, and where they can be purchased.

i. *Key concepts: 4 P's of marketing*

1.1.b Identify the elements in a promotional/communications mix.

i. *Key concepts: advertising, public relations, selling and direct marketing, sales promotion*

1.2 Implement target marketing strategies, concepts, and principles.

1.2.a Identify the characteristics of the target audience.

i. *Key characteristics: the buyer's persona, segmentation, demographics, geographics, psychographics, behaviors, challenges/pain points, goals/motivations, interests/hobbies*

1.2.b Choose appropriate marketing strategies to reach a target audience.

i. *Key concepts: mass marketing, market segmentation, correct marketing blend*

ii. *Customer relationship types: B2B, B2C, C2C, C2B*

iii. *Marketing types: App, Web, mobile, push notifications, real-time marketing strategies, geolocated marketing*

1.3 Adapt and apply branding to content.

1.3.a Consider the business perspective when adapting and applying branding.

i. *Key Concepts: branding identity and brand positioning, brand archetypes, consistency across channels, customer experience (CX), buyer persona, brand language or tone of voice, trademarks and copyrights*

ii. *Brand style guide: hex codes and Pantone values; type faces, sizes, and positions and when to use them; logos and brand marks (visual, word marks, other types)*

1.3.b Consider the customer perspective when adapting and applying branding.

i. *Key concepts: brand experience, Unique Value Proposition (UVP), brand recognition, brand value, brand loyalty*

1.4 Use content creation strategies and best practices.

1.4.a Describe the characteristics of types of content marketing media.

i. *Key concepts: owned media, earned media, paid media, digital marketing trifecta (combination of owned, earned, and paid media)*

1.4.b Choose an appropriate type of content marketing.

i. *Types: blogs, videos/photos, memes, gifs, hashtags, emails, podcasts, infographics*

1.4.c Choose the appropriate type of advertisement (ad).

i. *Types: organic, paid (pay per click, cost per click, click through rate), cost per conversion, search ads, display ads (banner, static, wallpaper, pop-up, auto play)*

1.5 Identify content optimization methods and distribution channels.

1.5.a Identify content optimization methods for the web.

i. *Key concepts: SEO, keywords – positive and negative, alt tags, web crawlers, search engine result page, page rank, search engine algorithms, social media algorithms, ad network*

1.5.b Describe best practices for effective website design.

i. *Key concepts: mobile/desktop friendly designs, clear navigation, Calls to Action, website security, branding, domain names*

1.5.c Describe retargeting, remarketing, and A/B testing.

1.5.d Describe automated marketing and batching.

1.6 Automate and monitor social media promotions.

1.6.a Describe the advantages and disadvantages of social media promotions.

i. *Key concepts: digital footprint, safety precautions, advantages and disadvantages*

1.6.b Describe the use cases for social media promotions.

i. *Key use cases: social monitoring, customer interaction, recommendations, gaining insights into buyer persona*

1.6.c Describe social media automation.

2. Design Principles

This objective covers key design principles that should be followed when creating content to ensure visual appeal, accessibility, and legal and ethical principles, while using an efficient design process.

2.1 Apply basic visual design concepts.

2.1.a Apply typography principles.

i. *Key concepts: fonts, text hierarchy, elements of art & design*

2.1.b Use color effectively.

i. *Key concepts: color theory (color harmony, color psychology), color contrast, color in culture, color vs. tone*

2.1.c Apply composition principles.

i. *Key concepts: balance, emphasis, movement, unity, pattern, rhythm, repetition, alignment, proximity, white space, rule of thirds, proportion, design hierarchy, context*

2.2 Explain design processes.

2.2.a Learn, plan, design, iterate, build, launch, reassess and improve based on lessons learned.

2.2.b Identify the target audience for the design.

2.3 Identify accessibility requirements.

2.3.a Describe how to make content accessible for people with disabilities.

i. *Key concepts: subtitles, contrast, color-blindness, alt-text, visual spacing, sensory triggers, text sizing*

2.4 Use assets ethically.

2.4.a Describe legal and ethical considerations when using Adobe Firefly and Generative AI content.

2.4.b Describe legal considerations for using content created by yourself and others.

i. *Key concepts: copyright, Creative Commons, Adobe Stock and other stock libraries, Adobe Fonts, fair use, public domain, model and photo releases*

3. Content Creation and Modification

This objective covers the various features and workflows used to create content efficiently using Adobe Express.

3.1 Create graphics and publications.

3.1.a Use media, elements, and grids.

i. *Elements include: design assets, icons, shapes, backgrounds*

3.1.b Work with layers.

i. *Key concepts: reorder, lock, group, opacity and blending modes*

3.1.c Appy effects and adjustments.

3.1.d Use Generative AI features, including text to image and generative fill.

3.1.e Use themes.

3.1.f Create and use brands.

3.1.g Add and resize pages.

i. *Key concepts: multi-page, single page, duplicate page, varying page sizes (auto resize), resize*

3.1.h Apply color.

i. *Key concepts: color picker, color themes, duotone and other effects, hex numbers, swatches, RGB*

3.2 Create video, audio, and animation.

3.2.a Add and adjust video.

i. *Key concepts: timeline, scenes, and transitions; remove background; aspect ratios (short form, portrait, landscape)*

3.2.b Add and adjust audio.

i. *Key concepts: music, voice recording, uploading files, adjusting volume, muting, file types, Animate from audio, caption video*

3.2.c Animate elements and objects.

3.2.d Apply effects and adjustments.

3.2.e Show layer timing and trimming.

3.3 Create webpages.

3.3.a Add multimedia.

i. *Media types: video, images, GIF*

3.3.b Differentiate between available layouts.

i. *Layouts: Glideshows, photo grids, split layout, themes, text layout, short cover*

3.3.c Add interactivity.

i. *Key concepts: buttons, links, add a link from YouTube or Vimeo*

3.4 Add and modify text.

3.4.a Apply typographic settings to text.

i. *Key settings: font families and styles, font size, alignment, flip horizontal and vertical, text layout*

3.4.b Apply styling to text.

i. *Key concepts: text effects, shadows, shapes, and animations, line spacing, letter spacing, fill and outline*

3.4.c Describe the advantages of using recommended fonts.

3.5 Use templates.

3.5.a Selecting appropriate templates based on project specifications and intended audience.

3.5.b Modify templates.

i. *Modifications: change image, color, shapes, text, etc.*

3.5.c Describe the benefits of using templates.

3.6 Edit and convert files.

- **3.6.a** Combine multiple documents into one PDF file.
- **3.6.b** Make visual changes to elements of a PDF.
  - *i. Key concepts: scanned vs unscanned documents*
- **3.6.c** Create new content based on a PDF.

3.7 Increase audience reach.

- **3.7.a** Describe appropriate uses of QR codes.
- **3.7.b** Describe appropriate uses of the Translate feature.

4. Content Management

This objective covers the skills and concepts required to effectively manage content for multiple projects in Adobe Express.

4.1 Create a library of assets.

- **4.1.a** Use files from other Adobe applications in Express.
- **4.1.b** Store elements in a library.
  - *i. Elements include: color, color themes, fonts, graphics (JPEG, SVG, PSD, AI, PNG, GIF), templates, patterns, materials*
- **4.1.c** Invite people to the library.
- **4.1.d** Use library assets as a brand.

4.2 Organize files.

- **4.2.a** Create and implement naming conventions.
- **4.2.b** Create a folder hierarchy to organize files.

4.3 Create templates.

- **4.3.a** Remix and allow others to remix a design.
- **4.3.b** Use templates in libraries.
  - *i. Key concepts: share to another library, use within your own library*
- **4.3.c** Use Text to Template.
- **4.3.d** Lock assets and elements in a template.
  - *i. Key Concept: prevents collaborators from modifying*

4.4 Create content for multiple platforms.

- **4.4.a** Modify content to be used on various platforms.
  - *i. Key Concepts: Duplicate, Resize, Group assets/elements*

5. Sharing and Publishing

This objective covers the features of Express that allow content creators to share their work, including collaborating with team members and clients, publishing content to various platforms, and exporting content.

5.1 Collaborate with team members and clients.

5.1.a Participate in an established workflow.

i. *Key concepts: working within a team on a specific portion of a design, live co-editing (multiplayer editing)*

5.1.b Share for comment.

5.1.c Invite collaborators.

i. *Key concepts: invite to work on a document, page, brand, or libraries; invite specific people or anyone with a link*

5.2 Publish and schedule content.

5.2.a Publish to web.

5.2.b Schedule posts.

5.3 Export content in appropriate formats.

5.3.a Choose the appropriate format to use when exporting content.

i. *Formats: PNG, JPEG, PDF, MP4, GIF, Zip file or PDF*

ii. *Video resolutions: original size, 720p, 1080p, 4k*

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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