

Adobe Certified Professional in Product and Experience Design with AI Using Adobe Firefly

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

The 50-minute *Product & Experience Design with AI Using Adobe Firefly* exam is designed at the level appropriate for the following Target Candidate:

> *The Target Candidate a professional, post-secondary student, or advanced secondary student with approximately 150 hours of combined academic or other instruction and/or hands-on experience in planning for, creating, generating, and refining assets with Adobe Firefly. The successful candidate will have knowledge of the core tasks required in professional use of Firefly and the design process. They can speak credibly to other users about the features of Firefly and other generative AI tools and about how to use them. They will be aware of how to use Firefly within the Adobe ecosystem.*

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

1. AI Concepts and Principles

1.1 Analyze a creative scenario and evaluate available AI model capabilities to select and justify the most appropriate model for the intended outcome.

- **1.1.a** Recognize that AI models have different capabilities, strengths, and weaknesses.
  - *i. Key Concepts: UI/engine limitations, costs/credits, model capabilities*

1.2 Perform the role of human users in an AI-supported creation process.

- **1.2.a** Evaluate if AI prompt output reflects what client wants.
- **1.2.b** Compare AI output to project requirements.
- **1.2.c** Check for hallucinations and bias.
  - *i. Key Concepts: Human in the loop*

1.3 Recognize responsible generative AI use practices.

- **1.3.a** Understand the impact of using AI for a task.
  - *i. Key Concepts: copyright laws, ethics, bias, NDAs, intellectual property*

2. Concepts of Design

2.1 Assess client needs to determine the project goals.

2.1.a Define project scope.

i. *Key Concepts: Budget considerations, timeline and constraints, document project goals, requirements, jobs to be done, outcome value, scope creep*

2.1.b Clarify deliverables.

i. *Key Concepts: brand sentiment and brand persona*

2.2 Determine target audiences.

2.2.a Generate personas based on audience description.

i. *Key Concepts: AI generated avatars*

2.2.b Define empathy mapping and user journey mapping.

2.3 Make design decisions based on research.

2.3.a Analyze the competitive landscape.

2.3.b Use research methods.

i. *Key Concepts: data that comes from focus groups, workshops and activities, interviews and testing*

2.4 Evaluate the application of design fundamentals, design thinking, and technical concepts.

2.4.a Evaluate the use of design principles.

i. *Key Concepts: composition, color theory, typography, visual hierarchy, white space, consistency and unity*

2.4.b Evaluate the use of the design thinking process.

i. *Key Concepts: divergence and convergence, design, ideate, produce*

2.4.c Evaluate the use of technical concepts.

i. *Key Terms: aperture, pan, zoom, tilt, camera angles and shot types*

2.5 Adhere to accessibility standards when designing.

2.5.a Use best practices to incorporate accessibility standards into designs.

i. *Key Concepts: caption videos, proper color contrast, text sizing, alt text, subtitles, audio description, text overlays, audio clarity, motion sensitivity and sensory triggers*

3. Ideation

3.1 Explore a variety of ideas, inspirations, concepts, or visualizations based on research.

3.1.a Ideate using project guidelines.

i. *Key Concepts: brand guidelines/book/document, style guides*

3.1.b Use tools to aid ideation.

i. *Key Concepts: mood boards, style explorations, Firefly boards, generative AI, reference images, styles, tones, remixing content, collaborative ideation*

3.1.c Explore community gallery.

3.2 Translate ideation into designs with AI.

- **3.2.a** Develop and refine AI prompts to produce imagery aligned with project objectives and style.
- **3.2.b** Use context and references to maintain continuity.
- **3.2.c** Create design examples.
  - *i. Key Concepts: mockups, wireframes, prototypess*

4. Creation and Production

4.1 Generate images.

- **4.1.a** Use Firefly to generate images.
  - *i. Key Features: text to vector, prompt to edit, transparent images, generative fill, text to image, scene to image, generative recolor, text effects, generate template, remove background, batch production*

4.2 Generate video.

- **4.2.a** Use Firefly to generate video.
  - *i. Key Features: text to video, image to video, text to avatar, translate video, transparent background, edit video*

4.3 Generate sound.

- **4.3.a** Use Firefly to generate sound.
  - *i. Key Features: generate soundtrack, generate speech, translate audio, text to sound effect, voice to sound effects, enhance speech*

4.4 Maintain consistency when using AI.

- **4.4.a** Adapt AI to match specific art styles and tones.
- **4.4.b** Use custom models trained on project specific design assets.

4.5 Utilize Adobe Firefly's integration features to adapt and refine AI-generated visuals across Adobe Creative Cloud workflows.

- **4.5.a** Refine creation with other Adobe products.

5. Testing and Feedback

5.1 5.1. Define methods for testing designs.

- **5.1.a** Understand the use of different testing methods.
  - *i. Key Concepts: Mockup interaction, preliminary/Beta testing, A/B testing, prototypes, concept testing*

5.2 Analyze, synthesize, and evaluate design effectiveness.

- **5.2.a** Analyze feedback to evaluate designs.
  - *i. Key Concepts: success metrics, functionality, behavior, data from testing, feedback*

5.3 Iterate to refine and finalize work.

5.4 Interview stakeholders and document feedback.

5.5 Interpret results of stakeholder and customer qualitative feedback on a design.

6. Implementation and Delivery

6.1 Prepare and package final design assets.

6.1.a Finalize and format project deliverables.

i. Key Concepts: documentation case study, file organization/repository management, file types for different types of output – social media content, marketing materials, presentation graphics, lossy and lossless

6.2 Use Content Credentials and Adobe Content Authenticity to sign final work.

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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