ADOBE
CERTIFIED PROFESSIONAL IN
VISUAL DESIGN

COURSE DURATION:
90 HOURS

PRE-REQUISITE
There are no formal prerequisites to take the Adobe Certified Professional in Visual Design course or certification exam. However, a basic understanding of design principles and familiarity with Adobe Creative Cloud applications is helpful.

COURSE OVERVIEW:

The Adobe Certified Professional in Visual Design course is designed for individuals looking to develop or enhance their skills in graphic design and visual communication using Adobe Creative Cloud applications. This certification focuses primarily on Adobe Photoshop, Adobe Illustrator, and Adobe InDesign, three of the most widely used tools in the design industry.

COURSE LEARNING OUTCOMES

Upon completing the Adobe Certified Professional in Visual Design course, participants are expected to achieve the following outcomes:

Proficiency in Adobe Photoshop:

Basic and Advanced Editing Skills: Ability to perform basic edits like cropping and resizing, as well as more advanced techniques like photo retouching, compositing, and applying effects.

Understanding Layers and Masks: Competence in using layers, layer styles, and masks to create complex designs and composite images.

Digital Illustration: Skills to create digital paintings and illustrations using various brushes, shapes, and tools.

Mastery of Adobe Illustrator:

Vector Graphic Design: Proficiency in creating vector-based graphics, including logos, icons, and detailed illustrations, suitable for both print and digital media.

Typography and Effects: Understanding how to design and manipulate text creatively, applying effects and styles to enhance visual impact.

Precision and Scalability: Ability to use Illustrator's precision tools for creating scalable artwork that maintains quality across different media.

Competence in Adobe InDesign:

Layout Design: Ability to design professional layouts for various types of publications, ensuring effective use of space, typography, and visual elements.

Text Management and Styles: Skills in managing text flow, applying and modifying styles, and ensuring consistency throughout a document.

Interactive Features: Understanding how to add interactivity to documents, including hyperlinks, multimedia, and interactive elements for digital publishing.

Applying Design Principles:

Design Theory and Practice: Understanding core design principles, such as color theory, composition, balance, and contrast, and applying them to create aesthetically pleasing and effective designs.

Creative Problem Solving: Ability to creatively solve design challenges and use Adobe tools to execute design concepts effectively.

Efficiency in Workflow and Collaboration:

Efficient Workflow Practices: Knowledge of best practices for efficient workflow management, including file organization, using templates, and collaborating with team members or clients.

Preparing Files for Output: Ability to prepare files correctly for various outputs, such as print, web, and digital formats, ensuring high-quality results.

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COURSE CONTENTS

The Adobe Certified Professional in Visual Design course covers essential tools and techniques for creating professional-quality visual designs. The course provides comprehensive training on three key Adobe applications:

ADOBE PHOTOSHOP:

■ **Basic Image Editing:**
Understanding fundamental image editing techniques, including cropping, resizing, retouching, and color correction.

■ **Advanced Photo Manipulation:**
Learning to create composite images, apply advanced filters, and utilize layer masks for intricate photo editing.

■ **Digital Painting and Illustration:**
Exploring tools and techniques for digital painting and creating detailed illustrations.

ADOBE ILLUSTRATOR:

■ **Vector Graphics and Illustration:**
Learning to create vector-based artwork, including logos, icons, and illustrations, using tools like the Pen tool, shape builder, and brushes.

■ **Typography and Text Effects:**
Understanding how to design and manipulate text effectively to enhance visual designs.

■ **Designing with Precision:**
Utilizing Illustrator's precision tools to create scalable vector graphics suitable for various media.

ADOBE INDESIGN:

■ **Layout Design and Formatting:**
Learning to create and manage layouts for print and digital media, including brochures, magazines, eBooks, and other publications.

■ **Typography and Styles:**
Understanding how to apply paragraph and character styles, manage text flow, and utilize grids and guides for consistent and professional layouts.

■ **Interactive Documents:**
Exploring features for creating interactive PDFs and digital publications, including adding hyperlinks, buttons, and multimedia elements.

Adobe Certified Professional

COURSE AUDIENCE

- Aspiring designers or individuals looking to enter the creative industry, the certification provides foundational skills and a recognized credential that can set them apart in the job market.
- Freelancers who want to expand their service offerings or improve their design skills can benefit from this certification. It demonstrates their proficiency in Adobe Photoshop, Illustrator, and InDesign, making them more competitive in the freelance market.
- Social Media and Marketing Creators
- Marketing Specialists and Communication Managers
- Graphic Designers
- Business Owners and Entrepreneurs

EXAM FORMAT:

- The certification exam typically consists of multiple-choice questions and practical tasks that assess the candidate's proficiency in Photoshop, Illustrator, and InDesign.
- Candidates are tested on their ability to perform tasks such as editing images, creating vector illustrations, designing layouts, and preparing files for print and digital media.
- The exam duration is usually about 50 minutes, and it tests both theoretical knowledge and practical skills.

BENEFITS OF ADOBE CERTIFIED PROFESSIONAL IN VISUAL DESIGN CERTIFICATION

- **Industry Recognition:**
  Earning an Adobe Certified Professional certification demonstrates a high level of proficiency with Adobe design tools, which is widely recognized in the creative industry.

- **Career Opportunities:**
  The certification can enhance job prospects in graphic design, advertising, marketing, publishing, and other fields that require visual design skills.

- **Skill Development:**
  The course builds foundational and advanced design skills, preparing individuals for various creative roles.

- **Professional Growth:**
  The certification provides a structured path for professional growth and can serve as a stepping stone to more advanced certifications or specializations.