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### OBJECTIVES \_Adobe Certified Associate

Over the past few years, Adobe has conducted research to identify the foundation digital communication skills students need to create effective communication using digital media tools. Adobe met with educators and design professionals and surveyed businesses and educational institutions around the world. The research resulted in objectives that cover entry-level skill expectations for web communication, rich media communication, and visual communication.

- [Web Communication](#)
- [Rich Media Communication](#)
- [Visual Communication](#)

### Visual Communication

These objectives will be assessed on the Visual Communication using Adobe Photoshop CS4 Extended exam. [You can also access the objectives for the Visual Communication using Adobe Photoshop CS3 exam.](#)

#### Setting project requirements

- 1.1 Identify the purpose, audience, and audience needs for preparing image(s).
- 1.2 Demonstrate knowledge of standard copyright rules for images & image use.
- 1.3 Demonstrate knowledge of project management tasks and responsibilities.
- 1.4 Communicate with others (such as peers and clients) about design plans.

#### Identifying design elements when preparing images

- 2.1 Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print.
- 2.2 Demonstrate knowledge of design principles and image composition.
- 2.3 Demonstrate knowledge of typography.
- 2.4 Demonstrate knowledge of color correction using Photoshop CS4.
- 2.5 Demonstrate knowledge of image generating devices, their resulting image types, and how to access resulting images in Photoshop.

#### Understanding Adobe Photoshop CS4

- 3.1 Identify elements of the Photoshop CS4 user interface and demonstrate knowledge of their functions.
- 3.2 Demonstrate knowledge of layers and masks.
- 3.3 Demonstrate knowledge of importing, exporting, organizing, and saving.
- 3.4 Demonstrate knowledge of producing and reusing images.
- 3.5 Demonstrate an understanding of and select the appropriate features and options required to implement a color management workflow.

#### Manipulating images using Adobe Photoshop CS4

- 4.1 Demonstrate knowledge of working with selections and measurement.
- 4.2 Use Photoshop guides and rulers.
- 4.3 Transform images