



## 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](https://certiport.com/adobe) and [certifiedprofessional.adobe.com](https://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 Apply 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.