

# BECAUSE CREATIVITY CAN CHANGE THE WORLD



CERTIFIED  
ASSOCIATE

## KUDOS

# Q

What is the best way for digital-media students to become college and career ready?

# A

Earn an ACA certification before graduation.

67%

67% wish their school had offered courses and certification\*

#1

#1 barrier to a design career – not skilled in digital media tools\*

2X

ACA holders are nearly twice as likely to feel ahead of their competition\*

74%

74% perceive the field to be more competitive compared to 5 years ago\*

For More Information  
Visit [www.kudosmea.com/adobe](http://www.kudosmea.com/adobe) to watch a demo.

Contact us at: +936-24170017.

## CHANGE STARTS WITH CERTIFICATION

Whether you are an educator helping digital-media students prepare for college or career, or a student looking for a competitive advantage, or perhaps a company looking for people with the qualifications to make things happen, an Adobe certification can make a difference. The Adobe Certified Associate certification is an industry-recognized credential that validate one's skills in Adobe's Creative Cloud software. Whether it's one certification or several that demonstrate Adobe cross-platform expertise, those who possess an Adobe certification prove that they have the skills and confidence to meet the demands of the design industry.

### EDUCATORS

The world is a competitive place, so preparing your students to have the right skills and knowledge can make a big difference to their future success. Earning an Adobe certification proves that your students can use the Adobe Creative Cloud to tackle a project with confidence and can be used in their portfolio as they seek internships, jobs, and college credit.

The Adobe Certified Associate curriculum, practice tests, and exams support your vision to prepare students for today's digital media and communication careers. Adobe exams are administered on campus or in the classroom by becoming a Certiport Authorized Testing Center, which ensures the integrity and credibility of the exams.

### ADMINISTRATORS

You are responsible for making sure your institution stays competitive, and students are college and career ready. Students involved in Career and Technical Education who get certified improve their school attendance, grade point averages, and graduation rates.\*\*

The Adobe Certified Associate certification is an industry-recognized credential that provides challenging, real-world scenarios based on input from Adobe subject-matter experts. These exams are rigorously reviewed, tested, and psychometrically validated. When a student puts an Adobe certification on their diploma or transcript, you can have confidence that your school has prepared them well, and that they have validated the creative skills necessary to succeed.

# ACA CERTIFICATIONS

## ADOBE CERTIFICATIONS

Earn an Adobe Certification in the following:

- Web Authoring Using Adobe Dreamweaver
- Multiplatform Animation using Adobe Animate CC
- Video Communication Using Adobe Premiere Pro
- Visual Communication Using Adobe Photoshop
- Graphic Design & Illustration Using Adobe Illustrator
- Print & Digital Media Publication Using Adobe InDesign

## ACA SPECIALIST

You will be awarded an ACA Specialist certificate once you have earned three qualifying Adobe Certified Associate certifications in the following categories:

- Visual Design Specialist
- Web Design Specialist
- Web Design Specialist CS6

## STUDENTS

For today's students, it is challenging to stand out from the crowd and be college and career ready. Students pursuing one of the wide ranging careers in digital media and communications require the skills to use Adobe software and create an impressive portfolio of their work. But nothing will set them apart from the other applicants more than an industry-recognized certification from Adobe. The certification tells potential employers and academic institutions that they have the knowledge and ability to be creative, effective, and productive in any environment where digital-media know-how is in demand.



## LEARN

Courseware, curriculum, and test preparation aligned to the exam objectives.



## PRACTICE

Customizable practice tests to become familiar with the testing environment.



## CERTIFY

Hands-on experience through scenario and performance based certification exams.

## ADDITIONAL RESOURCES

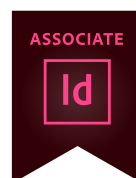
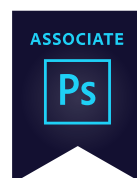
**Adobe Education Exchange** Access exam objectives and teaching resources. <https://edex.adobe.com/aca>

**Digital Certification Badge** Promote your certification online and on social media. [www.youracclaim.com/org/adobe](http://www.youracclaim.com/org/adobe)

**Behance** Create an online portfolio to showcase your work. [www.behance.net](http://www.behance.net)

**My ACA Story** Share your success and learn from other's stories. [aca.mycertportstory.com](http://aca.mycertportstory.com)

**Adobe Certified Associate World Championship** Compete to receive global recognition and cash prizes. [www.acachampionship.com](http://www.acachampionship.com)



\*Survey administered by Edelman Intelligence, 2016. Adobe asked current and aspiring digital media professionals, including 504 Adobe Certified Associates and 562 non-ACA holders, ages 18 to 29 in the United States, Mexico and South Korea about the essentials for launching a successful digital media career.

\*\*According to a study conducted by Grunwald Associates, LLC.