ADOBE® CERTIFIED ASSOCIATE WORKSHOP! (PHOTOSHOP CS5)

Do you have what it takes?

TEST INFORMATION:

- 40 questions
- 50 minutes
- 70% minimum required to pass

Score is based on a 1000 pt system so passing will be a 700.

TEST INFORMATION:

- Setting Project Requirements
- Identifying Design Elements
- Understanding Adobe CS5
- Manipulating Images using Photoshop
- Publishing Digital Images using Photoshop

EXAM OBJECTIVES

Setting Project Requirements

1.1 *Identify the purpose, audience, and audience needs for preparing images.*

1.2 *Demonstrate knowledge of standard copyright rules for images and 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.*

1.1 IDENTIFY THE PURPOSE, AUDIENCE, AND AUDIENCE NEEDS FOR PREPARING IMAGES

- Meet with client
- Determine business goals of website
- Determine age and demographics of audience
- Determine if audience has any special needs or expectations of the images

1.2 KNOWLEDGE OF COPYRIGHT RULES FOR IMAGES AND IMAGE USE

The following **REQUIRE** permission to use:

- Literary works
- Musical works
- Dramatic works
- Pantomimes and Choreographic works;
- Pictorial, Graphic, and Sculptural works
- Motion pictures and other Audiovisual works;
- Sound recordings
- Architectural works.

Continued...

1.2 KNOWLEDGE OF COPYRIGHT RULES FOR IMAGES AND IMAGE USE

The following **DO NOT** require permission to use:

- Any work published before 1923.
- Non-original works (i.e., phone books, info)
- Facts
- Government works
- Works in the public domain
- Ideas, processes, methods, systems
- Anything defendable by Fair Use Act

Continued...

1.2 KNOWLEDGE OF COPYRIGHT RULES FOR IMAGES AND IMAGE USE

The Four Fair Use Factors:

1. What is the character of use?
   Non-profit vs. Commercial
2. What is the work to be used?
   Published Fact vs. Imaginative Work
3. How much of the work will you use?
   Small Amount vs. Impact on 4th Factor!
4. What effect would this use have on the market for the original if the use were widespread?
   No Market vs. Competes

1.3 KNOWLEDGE OF PROJECT MANAGEMENT TASKS AND RESPONSIBILITIES.

Plan:

- Identify Business Goals and Audience Needs
- Identify Project Scope and Budget
- Establish Milestones
- Assign Tasks

Build :

- Create a Prototype or Mockup
- Build the Project

Evaluate :

- Usability Tests and Reviews

1.4 COMMUNICATE WITH PEERS AND CLIENTS ABOUT DESIGN PLANS

Set Expectations:

- Establish Milestones
- Agree on Markers of Success

Realistic Timelines:

- Explain Gantt Charts
- Identify Critical Paths

Impacts of Delays:

- Identify Bottlenecks and Risks or Delays

EXAM OBJECTIVES

Setting Project Requirements

*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.

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

Computer Images "On Screen":

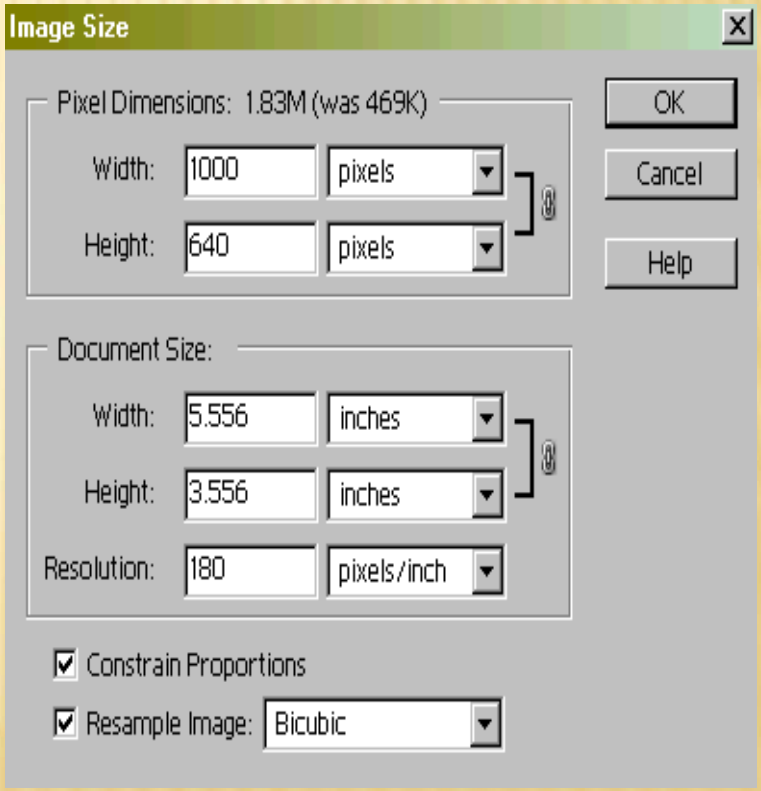
- Made up of small dots called, pixels
- More pixels = sharper image, but larger file
- Fewer pixels = grainy image, but smaller file
- Each pixel is defined by 1 byte
- So, a raw image 800 x 600 pixels is a 480K file!

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

Basic Measures of Image Sizes:

- Pixel Count:
  1000 x 640 (display size)
- Physical Measurements:
  3.5” x 5.5” (print size)
- Resolution:
  180 pixels per inch (ppi)



Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

Image File Formats:

- some better for web (GIF, JPG, PNG)
- some better for print (BMP, EPS)
- most can be compressed to reduce file size
  - lossless – minimal compression; no loss
  - lossy – maximum compression; pixels lost

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

DNG (Digital Negative or Universal RAW):

- an archival format for the raw files generated by digital cameras developed by Adobe Systems (27 Sept 2004)
- files are uncompressed
- supported by more than 185 camera models (as of May 2008)
- considered to be a digital negative

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

GIF (Graphics Interchange Format):

- up to 256 colors (8-bit, or 2^8), "indexed color"
- excellent for clip art, logos, line and other solid colored graphics
- can appear interlaced (low to high resolution)
- lossless format (of compression)
- pixels are fully-transparent or fully-opaque (cannot be faded)
- supports animation called, "animated GIFs"
- supports transparent backgrounds

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

JPEG or JPG (Joint Photographers Expert Group):

- up to 16.8 million colors (24-bit, or 2^{24})
- called “TrueColor”
- excellent for photographs
- lossy format (compressed)
- can appear progressive (interlaced-progressive)
  (low to high resolution - similar to GIF)
- multiple generations of compression lose noticeable data
- no transparent backgrounds

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

PNG (Portable Network Graphic):

- trillions of colors (48-bit or 2^{48})
- designed to replace GIF
- lossless format similar to GIF, but can be compressed more similar to JPG
- pixels can be faded (not simply transparent)
- does NOT support animation
- most newer browsers support PNG
- supports transparent backgrounds

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

BMP (Bitmap):

- Raster graphics image file format
- color data stored for each pixel
- no compression
- large file size
- crisp, high-quality graphics
- used for printed media

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

TIFF or TIF (Tagged Image File Format):

- used to store or transfer images with high color
- may be either lossless or lossy
- mostly replaced by JPEG

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

EPS (Encapsulated PostScript):

- stores font and vector graphic information
- prints identical on all PostScript printers
- used for transferring files between applications
- great for printing Business Cards

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

AI (Adobe Illustrator):

- Vector Image file
- composed of paths or lines connected by points
- may be opened in Photoshop

Continued...

2.1 IMAGE RESOLUTIONS, SIZES, AND FILE FORMATS FOR WEB, VIDEO, AND PRINT

PSD (PhotoShop Document):

- can include image layers, adjustment layers, layer masks, annotation notes, file information, keywords, and other Photoshop-specific elements.
- most commonly used professional image editing format

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles:

Design principles help make visual images pleasing and interesting to look at.

Design principles include:

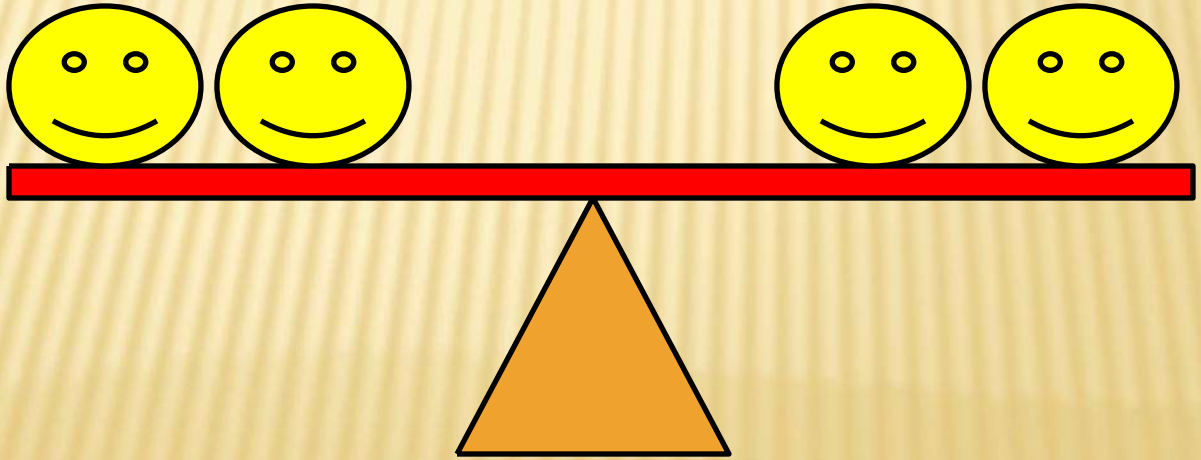
- Balance
- Perspective
- Harmony
- Unity
- Movement
- Variety

Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Balance)

Places the parts of a visual in an aesthetically pleasing arrangement comparing not only weight but importance.



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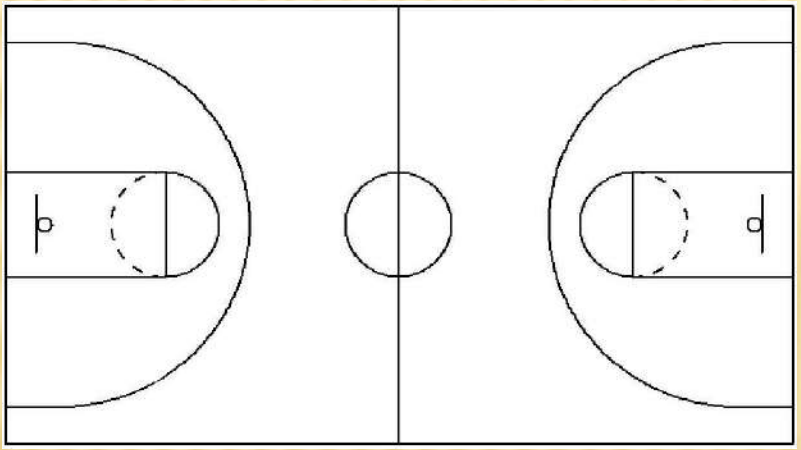
2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Balance)

Formal Balance – when both sides are symmetrical in terms of arrangement.



Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Balance)

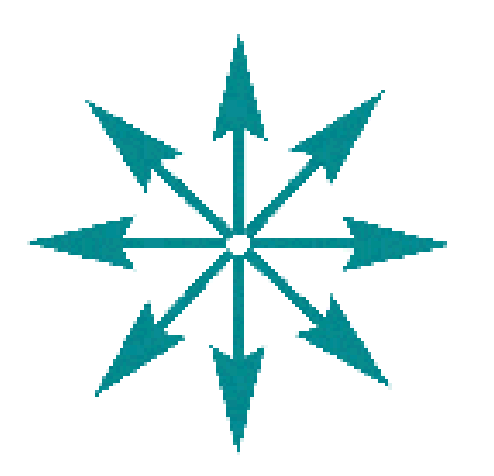
Informal Balance - when sides are not exactly symmetrical, but the resulting image is still balanced. Asymmetrical design where both sides are similar in visual weight but not mirrored.

Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Balance)

Radial - it is like a daisy or sunflower with everything arranged around a center.

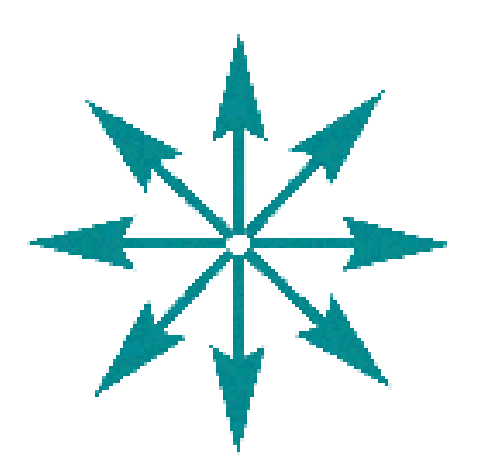


Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Balance)

Radial - it is like a daisy or sunflower with everything arranged around a center.



(Formal Balance)

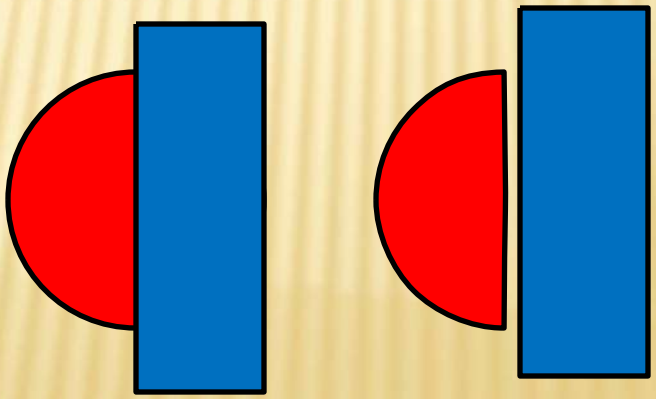
Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Perspective)

Perspective is created through the arrangement of objects in two-dimensional space to look like they appear in real life.

The relationship between different objects seen in space.

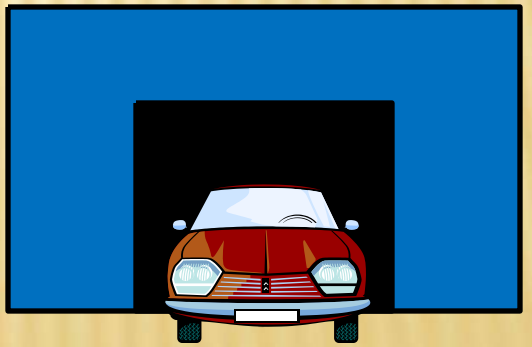


Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Perspective)

Perspective adds realism to a visual image. The size of a rectangle means little until another object gives it the size of a desk, or the size of a building.



Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Perspective)

Perspective can be used to draw the audience into a visual.

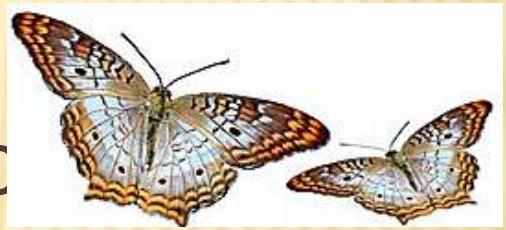
Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Perspective)

Perception can be achieved through the use of:

- relative sizes of objec



- overlapping objec

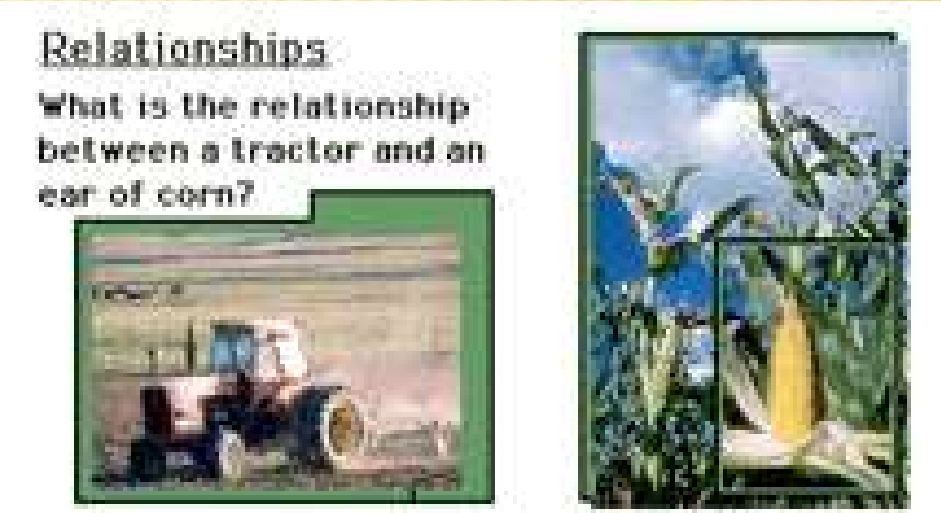
- blurring or sharpening obje

Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Harmony)

All parts of the visual image relate to and complement each other. the pleasing agreement of parts or combination of parts in a composition



Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Harmony)

Pulls the pieces of a visual image together

Continued...

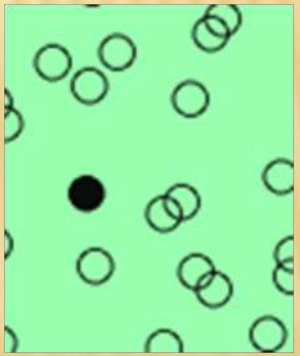
2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Harmony)

Can be achieved through repetition & rhythm

- Rhythm is the flow depicted visual and helps direct eye movement

- the overall visual image comes together by repeating patterns in an interesting arrangement



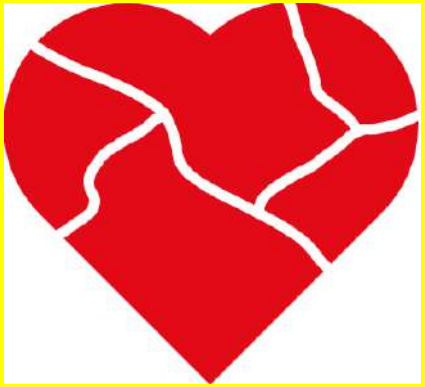
Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Unity)

The relationship among the elements in the image that helps all the elements function together. Unity gives a sense of oneness to the image. The words and the images work together to create meaning.

Results of unresolved marital tension

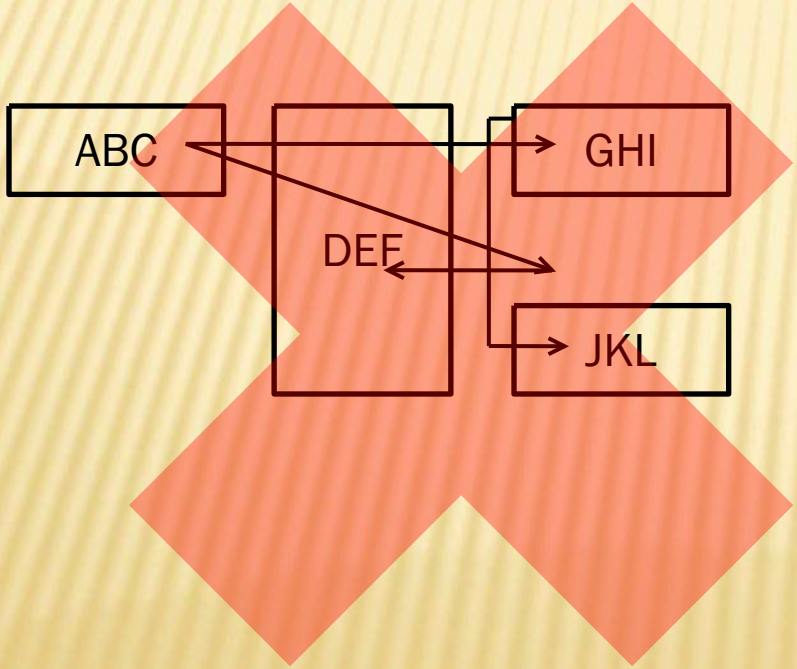


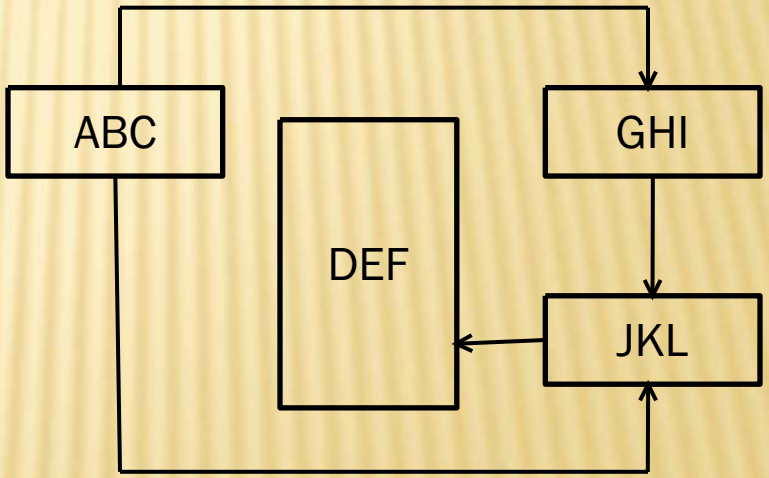
Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Unity)

Helps organize an image, facilitating interpretation and understanding.

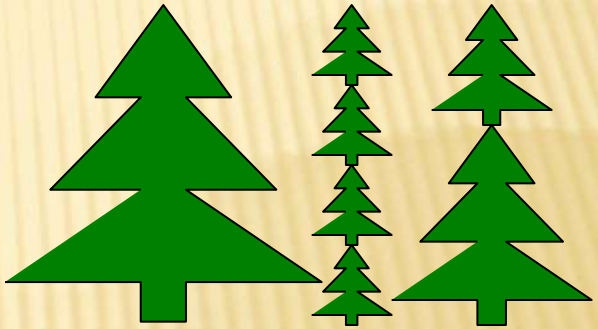




Continued...

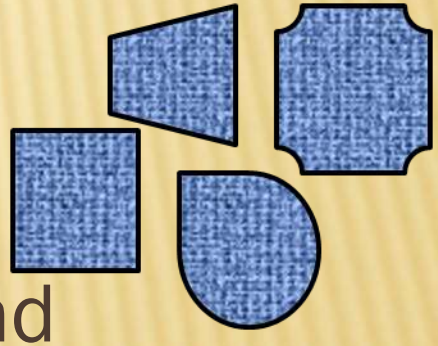
2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Unity)

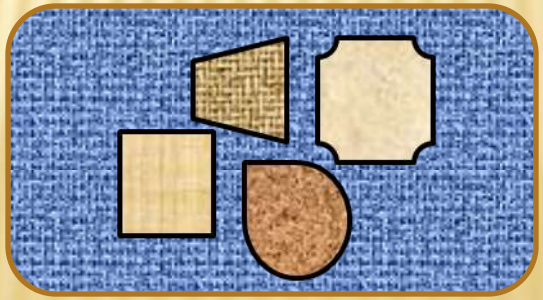


- through use of similar objects

- through use of common patterns



- through use of common background



Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Movement)

Occurs when objects seem to be moving in an image.

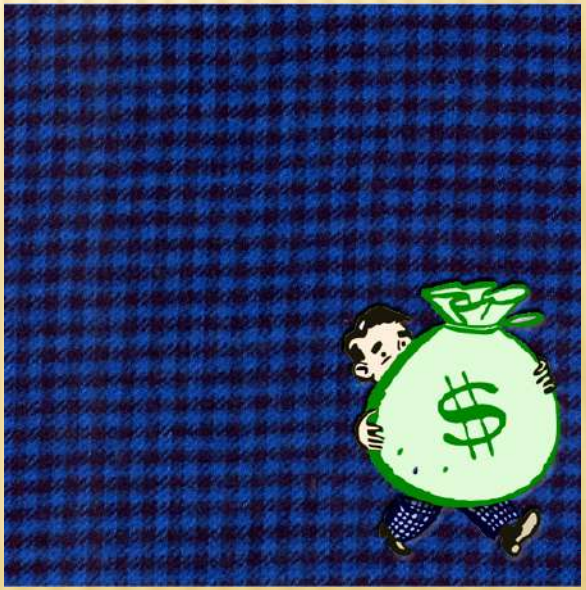
Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Variety)

Provides contrast to harmony and unity.

Harmony



Variety

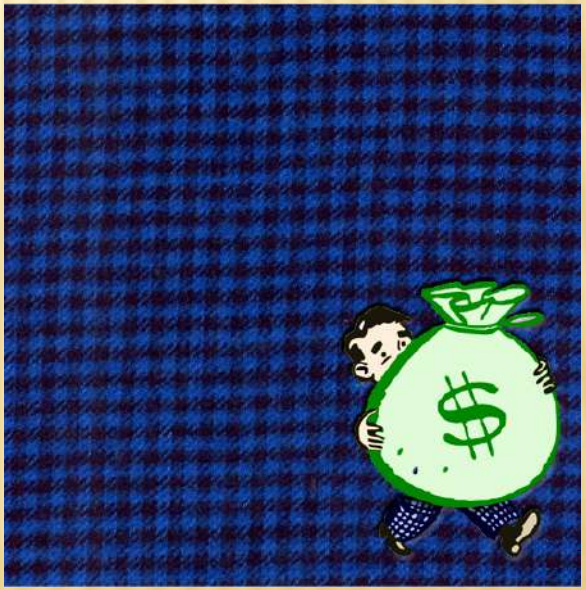
Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Principles: (Variety)

Provides contrast to harmony and unity.

Harmony



Variety

Continued...

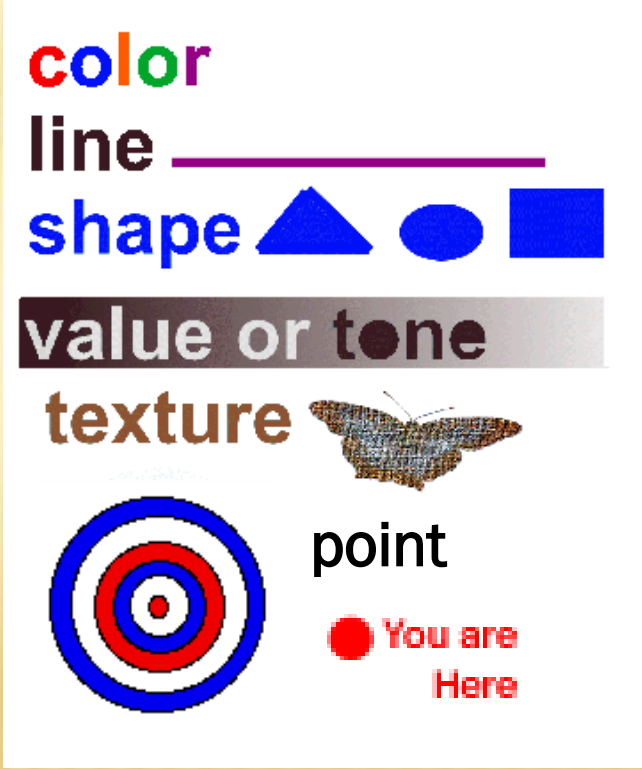
2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

Design Elements:

The building blocks or basic units in the construction of a visual image. Design elements include.

Design elements include:

- Color
- Line
- Shape
- Value
- Texture
- Point



Continued...

2.2 DESIGN PRINCIPLES, ELEMENTS AND IMAGE COMPOSITION

White Space:

Negative space or portions of a page left unmarked.

Continued...

2.3 KNOWLEDGE OF TYPOGRAPHY

Basic Principles of Typography:

Typeface or font

- Sans-Serif - sans means “without” (i.e., Arial, Helvetica)
- typically used for headings
  - Serif - lines or curves project from the ends of the letters; (times New Roman)
- typically used for the body of text
  - Easiest to read

http://alexpoole.info/which-are-more-legible-serif-or-sans-serif-typefaces

2.3 KNOWLEDGE OF TYPOGRAPHY

Basic Principles of Typography:

Font Size

- 72 points to an inch
- 10-12 pt are common in text; below 9 pt is hard to read
- Style (bold, italicized, underlined)
- Leading - space between lines of type

Kerning - space between characters

Continued...

2.3 KNOWLEDGE OF TYPOGRAPHY

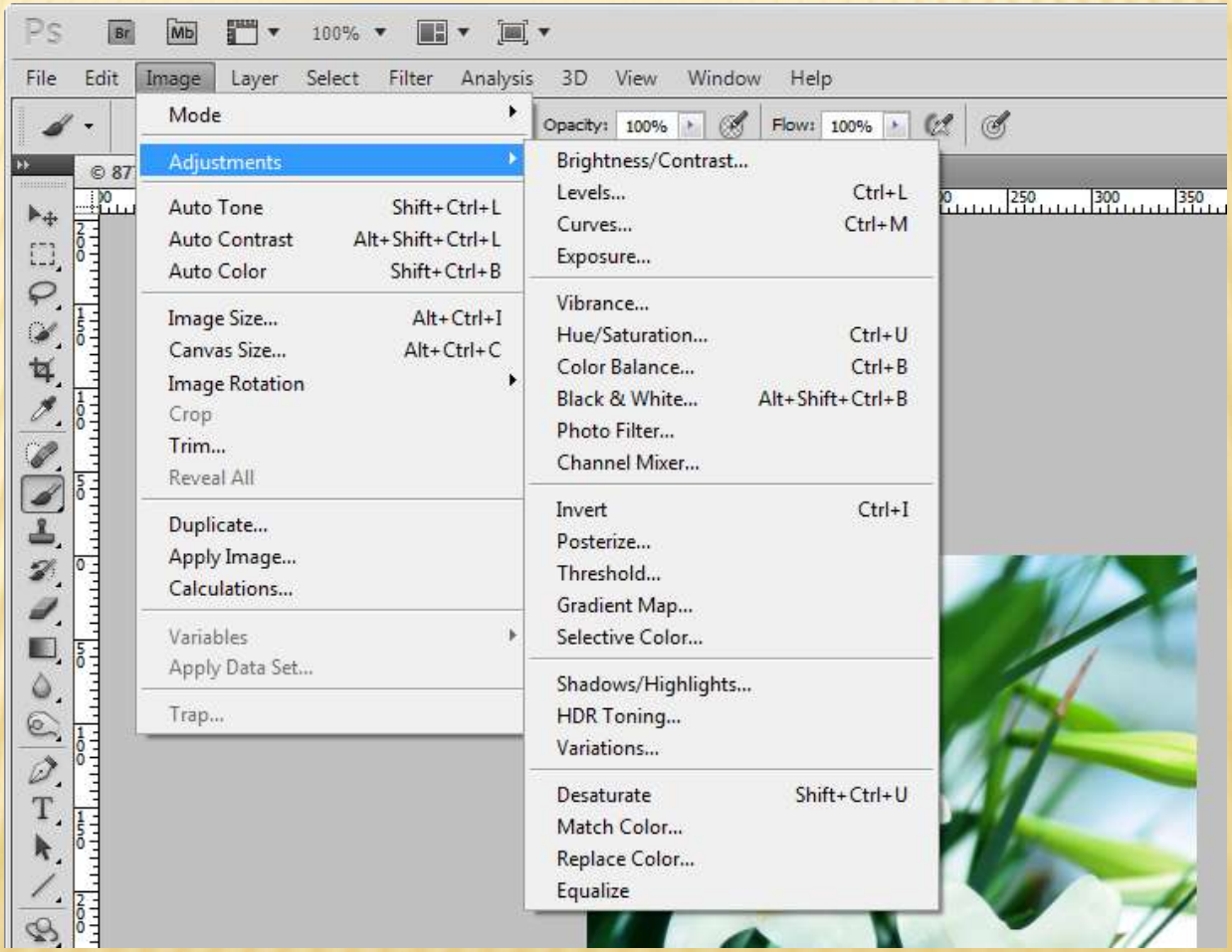
White Space:

Negative space or portions of a page left unmarked.

Continued...

2.4 KNOWLEDGE OF COLOR CORRECTION

How many Correction Tools does Photoshop have?

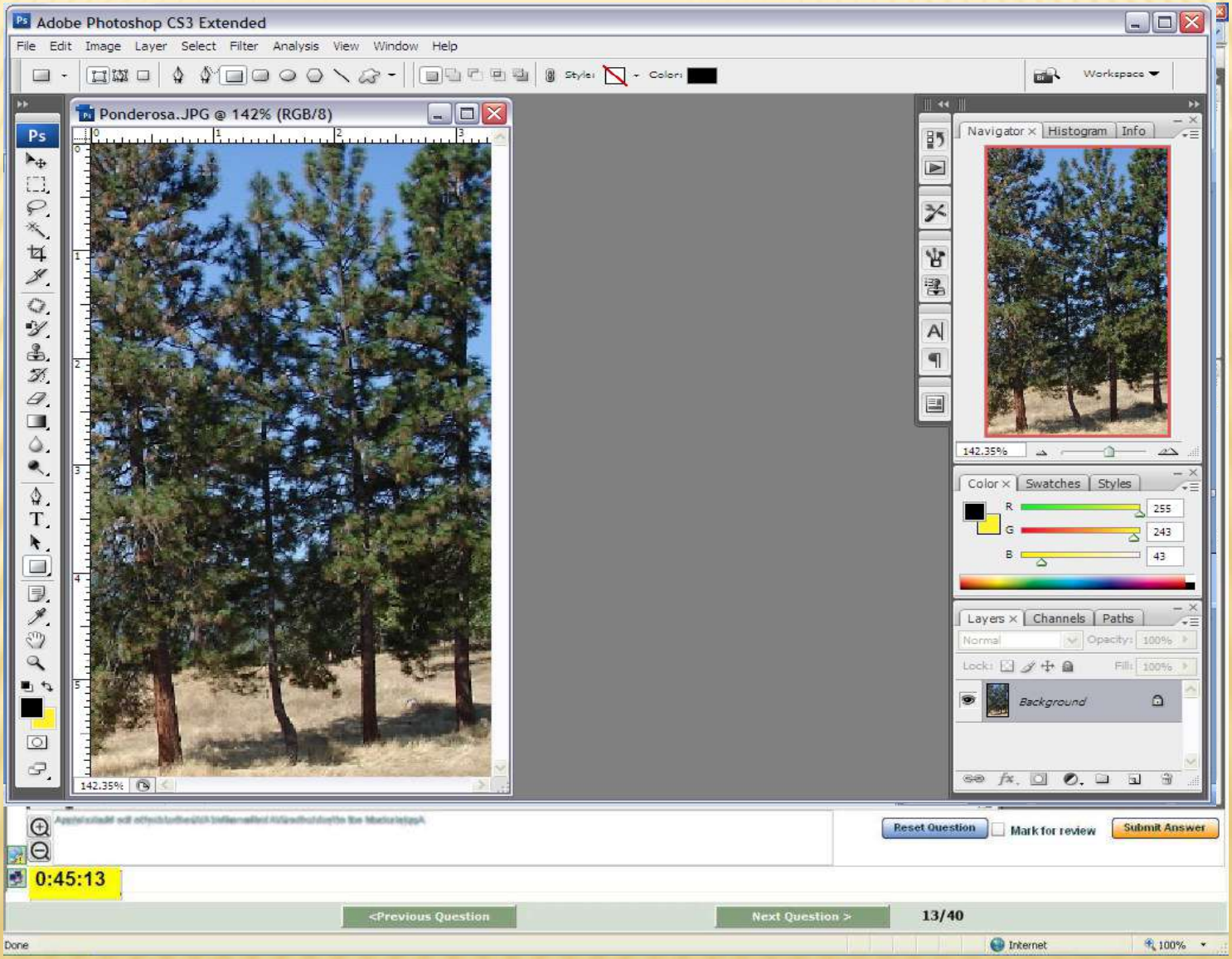


TEST INFORMATION:

- 40 questions
- 50 minutes
- 70% minimum required to pass

Score is based on a 1000 pt system so passing will be a 700.

SAMPLE EXAM QUESTION



TEST INFORMATION:

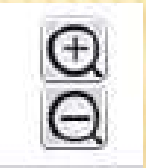
- Count at bottom right tracks the question count.

- Time in yellow box starts when 1st question appears on screen.

- Keeps track of time left
  - Transition between questions is not counted
  - You can use the Skip button and return when you reach the last question

TEST INFORMATION:

- The Zoom icons enable you to change the font size of the question



- Select the Mark for Review checkbox to return to an item after the last question.

- The Reset Question button will reload the current question

- Previous Question

- Next Question

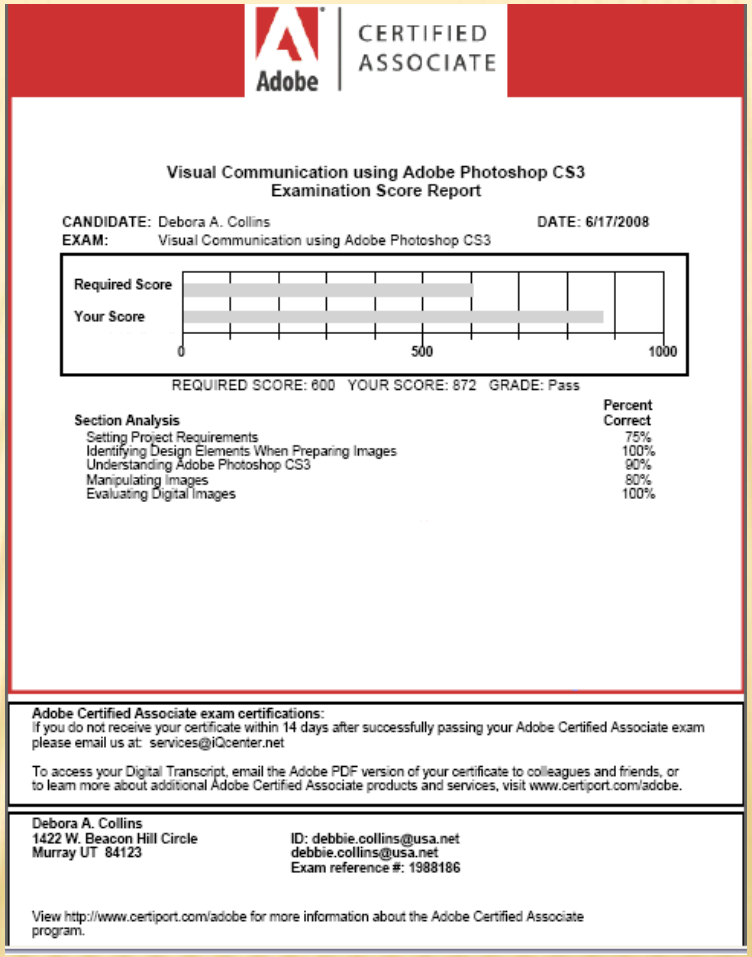
- Menu button to return to the review screen

TEST INFORMATION:

After the last question you will be presented with the Review Screen. Here you will see a list of all the questions and their status.

	Shows questions that have been skipped
	Shows questions that have been completed
	Shows questions that are incomplete. (Insufficient number of answers)
	Shows questions marked for review

SAMPLE EXAM SCORE REPORT



Adobe CERTIFIED ASSOCIATE

Visual Communication using Adobe Photoshop CS3
Examination Score Report

CANDIDATE: Debora A. Collins **DATE: 6/17/2008**
EXAM: Visual Communication using Adobe Photoshop CS3

Required Score
Your Score
0 500 1000

REQUIRED SCORE: 600 YOUR SCORE: 872 GRADE: Pass

Section Analysis	Percent Correct
Setting Project Requirements	75%
Identifying Design Elements When Preparing Images	100%
Understanding Adobe Photoshop CS3	90%
Manipulating Images	80%
Evaluating Digital Images	100%

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Debora A. Collins
1422 W. Beacon Hill Circle
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ID: debbie.collins@usa.net
debbie.collins@usa.net
Exam reference #: 1988186

View http://www.certiport.com/adobe for more information about the Adobe Certified Associate program.

DIGITAL TRANSCRIPT SERVICE (FREE)

- *Secure, authenticated website*
- *Candidates can view exam results and certifications online at any time*
- *Instantaneous results*
- *Access can be granted to educators, employers, and staffing agencies to verify candidate results*

DIGITAL TRANSCRIPT SERVICE (FREE)

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- *Instantaneous results*
- *Access can be granted to educators, employers, and staffing agencies to verify candidate results*

SAMPLE DIGITAL TRANSCRIPT

CERTIPORT

Authenticated Digital Transcript of Certifications

June 17, 2008

Debora A. Collins

1422 W. Beacon Hill Circle
Murray UT 84123
debbie.collins@usa.net

This real-time Certiport Digital Transcript is derived from a global database which tracks and authenticates certification exams administered by over 12,000 testing centers worldwide.

CERTIFIED PROFESSIONAL INSTRUCTOR

Certifications

Digital Literacy 2005 Certified Professional Instructor	Granted
Desktop Productivity 2003 Certified Professional Instructor	Granted

MICROSOFT CERTIFIED APPLICATION SPECIALIST

Certifications

Microsoft Office Word 2007	Granted
Microsoft Office Excel® 2007	Granted
Microsoft Office PowerPoint® 2007	Granted
Microsoft Office Outlook® 2007	Granted
Microsoft Office Access 2007	Granted

Exams

Using Microsoft Office Access 2007 **Administered by:** MOS Instructor Certification Initiative1	Passed	2/22/2008
Using Microsoft Office Outlook 2007 **Administered by:** MOS Instructor Certification Initiative1	Passed	9/20/2007
Using Microsoft Office PowerPoint 2007 **Administered by:** MOS Instructor Certification Initiative1	Passed	7/22/2007
Using Microsoft Office Excel 2007 **Administered by:** MOS Instructor Certification Initiative1	Passed	5/18/2007
Using Microsoft Office Word 2007 **Administered by:** MOS Instructor Certification Initiative1	Passed	4/14/2007

ADOBE CERTIFIED ASSOCIATE

Certifications

Rich Media Communication Flash CS3	Granted

Exams

Visual Communication using Adobe Photoshop CS3 **Administered by:** MOS Instructor Certification Initiative1	Passed	6/17/2008
Rich Media Communication using Adobe Flash CS3 **Administered by:** MOS Instructor Certification Initiative1	Passed	6/13/2008

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READY, SET, CERTIFY!

Adobe Certified Associate Exam:

- *First 4 pages of instructions are not timed, so relax and read carefully.*
- *Once you've finished the exam, **print 2 copies**.*
- *Bring one score sheet and your completed evaluation to your instructor before leaving!*

Option: If you do not feel ready to test, use this time to practice with your book, then after this workshop schedule your exam with a local test center!