Adobe®

INSTRUCTOR CERTIFICATION GUIDE

Introduction

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ABOUT THIS GUIDE

Welcome to the Adobe Instructor Certification Program. This Adobe Portable Document Format (PDF) guide is divided into six sections:

- **Introducing the Adobe Instructor Certification Program**
- **The Benefits of Being Certified**
- **Three Steps to Certification**

- **Preparing for Certification**
- **Recertification**
- **General Information**

You may explore the sections in any order by clicking the section icon.

THE ADOBE INSTRUCTOR CERTIFICATION PROGRAM

Adobe Systems Incorporated is pleased to introduce you to the Adobe Instructor Certification Program. The goal of this program is to identify, support, and promote to interested customers highly qualified instructors of Adobe application products .

The Adobe Instructor Certification program is designed for instructors from all educational areas, including academia, consulting, and business. If you are teaching others how to use Adobe software, this guide gives you information about becoming an Adobe certified instructor.

If you are an Adobe software user, you may want to read this guide to find out why Adobe certified instructors are those best qualified to help you learn to use the full power of your Adobe software applications.

WHAT IS CERTIFICATION?

Adobe is committed to developing a pool of technical instructors who are proficient at using and teaching Adobe products. Instructor certification is Adobe's assurance that an instructor teaching Adobe software has demonstrated current, expert product knowledge, as well as teaching ability. Adobe grants instructor certification only to individuals who meet the necessary requirements.

Certification programs are now ready for, or soon will be available for the following software applications:

Adobe Photoshop™   **Adobe FrameMaker®**

Adobe Acrobat®   **Adobe Illustrator™**

Adobe PageMaker™   **Adobe PageMill**

Dynamic Media (Adobe Premiere® & After Effects™)

THE BENEFITS OF BEING CERTIFIED

Adobe Instructor Certification has its rewards. Adobe asks you to demonstrate your knowledge of Adobe software and your ability to teach effectively. In turn, Adobe makes a commitment to you, providing support that includes:

- A certification mark for use on your promotional materials

- **Promotion to Adobe software users by telephone, fax, the World Wide Web and in advertisements in Adobe Magazine**
- **Technical support on the product for which you are certified, with toll-free priority access to senior Adobe product specialists**
- **Opportunity to participate in Beta programs for new or updated products**
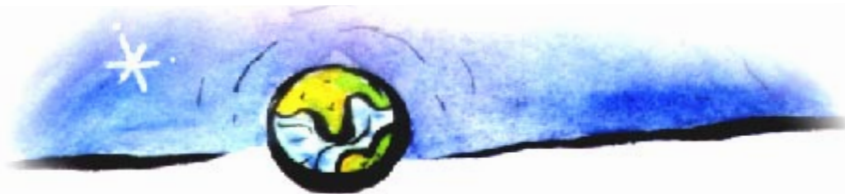
- **Advertising discounts in Adobe Magazine**
- **Discounted pricing on single education versions of Adobe software**
- **Discounted pricing on Classroom in a Box**

THREE STEPS TO CERTIFICATION

The initial instructor certification is a three-step process. Adobe grants certification when you successfully complete all three steps.

COMPLETE AN APPLICATION AND A CERTIFIED INSTRUCTOR AGREEMENT

Program applications and agreements are available by phone, fax, mail or on the World Wide Web, for your convenience. To receive a copy, please see the General Information section.

PASS THE ADOBE PRODUCT PROFICIENCY EXAMINATION

The Adobe Product Proficiency examination tests candidates' knowledge of a specific Adobe software application on multiple platforms.

This hour-long, computer based examination is offered at Sylvan Prometric Authorized Testing Centers throughout the United States and Canada. Please refer to the General Information section of this guide for fees.

You will receive your test results immediately after you finish the test. Your results will include diagnostic feedback to help you identify areas of strength and areas that need improvement.

EARN THE CERTIFIED TECHNICAL TRAINER DESIGNATION

The Certified Technical Trainer (CTT) program is an industry standard that many software companies require of their certified instructors. The CTT program is based on the internationally recognized competencies identified by the International Board of Standards for Training, Performance and Instruction (ibstpi).

CTT candidates must pass both a computer-delivered test and a videotaped performance assessment to earn the CTT designation. If you have already earned the Certified Technical Trainer designation, simply submit proof of your CTT certification with your application to Adobe.

To obtain a Bulletin of Information containing complete details about the CTT program, please refer to the General Information section.

Candidates achieve the CTT designation when they demonstrate proficiency in the 14 ibstpi competencies:

- **Analyze course materials and learner information**
- **Assure preparation of the instructional site**
- **Establish and maintain instructor credibility**

- Manage the learning environment
- Demonstrate effective communication skills
- Demonstrate effective presentation skills
- Demonstrate effective questioning skills and techniques
- Respond appropriately to learners' needs for clarification and feedback
- Respond appropriately to learners' needs for clarification and feedback

- **Provide positive reinforcement and motivational incentives**
- **Use instructional methods appropriately**
- **Use media effectively**
- **Evaluate learner performance**
- **Evaluate delivery of instruction**
- **Report evaluation information**

Preparing for Certification

The following is a list of excellent resources that you may want to review to prepare for certification testing.

Information on obtaining these resources is available in the General Information section.

For information about Adobe application product skills, refer to:

- **Adobe User Guides and Beyond the Basics**
- **Design Essentials, Imaging Essentials, and Production Essentials from Adobe Press**
- **The Adobe Classroom in a Book series from Adobe Press**
- **Adobe Technical Notes**
- **Adobe Magazine articles relating to Adobe software topics**

For information about refining presentation skills, refer to:

- **Instructor Competencies: The Standards, Volume I, ibstpi (paperback edition)**
- **Creative Training Techniques Handbook, Robert W. Pike**

RECERTIFICATION

To insure that instructors know the most current version of each product, Adobe requires that all certified instructors become recertified within six months of a major product upgrade. Adobe will remind you of the need to be recertified. We will send confirmation of your continued certification two to four weeks after Adobe

receives notice of your successful completion of the recertification exam from Sylvan Prometric.

You do not have to re-take the Certified Technical Trainer certification, required for initial certification, to be recertified by Adobe.
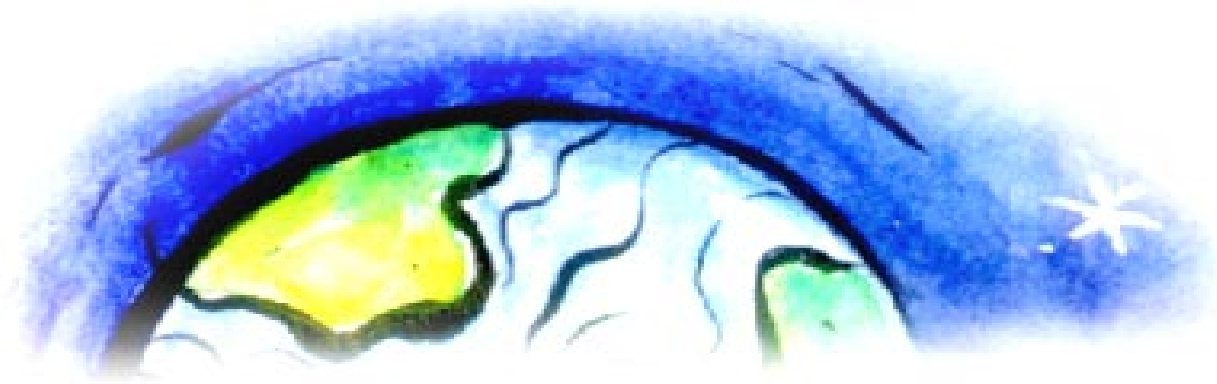
General Information

This section contains information about the Adobe Instructor Certification Program process, including application; registration; fees; test preparation; retesting; and recertification.

THE ADOBE INSTRUCTOR CERTIFICATION PROGRAM APPLICATION AND AGREEMENT

The Program Application and Agreement are available on the World Wide Web at
http://www.adobe.com/Support/AICP.html
You can also receive this form through Adobe's FaxYI fax-back system at 1-206-628-5737 (document 401103), or call a program representative at 1-800-685-4172.

EXAM REGISTRATION AND FEES

To register for an Adobe Product Proficiency examination at a Sylvan Prometric Authorized Testing Center near you,

call 1-800-356-EXAM (3926) from 7:00 a.m. to 7:00 p.m. Central Time, Monday through Friday. Testing is offered at over 600 sites conveniently located across the United States and Canada.

For your first Adobe product certification, the program fee is $295, payable to Sylvan Prometric. Certified Instructors pursuing additional product certifications qualify for the discounted program fee of $195.

RETESTING

Candidates who wish to retake the exam must wait at least 30 days before doing so. Adobe encourages individuals to make use of the diagnostic feedback supplied with the exam score report to review the areas which need further study. One may take a particular Product Proficiency examination up to three times in a 12 month period. The retesting fee is $95.

RECERTIFICATION

Once granted, Adobe Photoshop Instructor Certification is valid for six months following a major product version upgrade. Recertification testing will cost $95. You do not have to re-take the Certified Technical Trainer certification, required for initial certification, to be recertified by Adobe. We will send confirmation of your continued certification two to four weeks after Adobe receives confirmation of your successful completion of the recertification exam from Sylvan Prometric.

CERTIFIED TECHNICAL TRAINER PROGRAM

To obtain a Bulletin of Information containing full details about the CTT program, call 1-800-258-4914 or send mail requests to CTTP, The Chauncey Group, P.O. Box 6541, Princeton, NJ, 08541-6541. On the Internet, address inquiries to cttp@chauncey.com and include your name and mailing address.

TEST PREPARATION

You may want to use the following resources to prepare for instructor certification.

REFERENCE MATERIALS
These materials will assist you in preparing for both product and CTT testing.

SOFTWARE SKILLS:
- **Adobe User Guides and Beyond the Basics included with your software**
- **Design Essentials, ISBN: 0-672-48538-9, Adobe Press**
- **Imaging Essentials, ISBN: 1-56830-051-4, Adobe Press**
- **Production Essentials, ISBN: 1-56830-124-3, Adobe Press**

- **The Classroom in a Book series from Adobe Press:**
  Adobe Photoshop for Macintosh (2nd edition),
  ISBN: 1-56830-118-9
  Adobe Photoshop for Windows,
  ISBN: 1-56830-054-9
  Advanced Adobe Photoshop 3 for Macintosh,
  ISBN: 1-56830-117-0
  Advanced Adobe Photoshop 3 for Windows,
  ISBN: 1-56830-116-2
  Adobe PageMaker 6.0 for Macintosh,
  ISBN 1-56830-235-5

Adobe PageMaker 6.0 for Windows,
ISBN 1-56830-184-7
Adobe Illustrator for Macintosh,
ISBN: 1-56830-056-5
Adobe Illustrator for Windows,
ISBN: 1-56830-053-0
Adobe Premiere for Macintosh (2nd edition),
ISBN: 1-56830-119-7

- Adobe Technical Notes–have them faxed directly to you by calling the Adobe automated FaxYI fax-back system at 1-206-628-5737

- **Adobe Magazine articles relating software topics, available at many libraries or call 1-800-628-2321**

The Classroom in a Book series and other Adobe Press books are published and distributed by Macmillan Computer Publishing. Ask at your local bookstore or to order by phone, call 1-800-428-5331.

PRESENTATION SKILLS:
- **Instructor Competencies: The Standards, Volume I, ibstpi, contact the publisher at 1-800-236-4303**

- **Creative Techniques Handbook,** by Robert W. Pike, Lakewood Publications, 1-800-383-9210

SOFTWARE PURCHASE INFORMATION
Adobe Systems offers educational pricing on software for educators.

CLASSROOM IN A BOX®

Classroom in a Box contains software, comprehensive Instructor Notes, workbooks, documentation and appropriate training materials to teach students how to use an Adobe application product. To order Classroom in a Box products, contact your educational reseller or the Douglas Stewart Fulfillment Center at 1-800-306-4335.

QUESTIONS OR COMMENTS?

**Please let us know what you think of the program.
To obtain answers to any questions you may still have
about the Adobe Instructor Certification Program, contact
us by mail, telephone, fax, or on the Internet.
We want to hear from you.**

The Adobe Instructor Certification Program
Adobe Systems Incorporated
Certification Manager
333 West San Carlos St.
San Jose, CA 95110
Phone: 1-800-685-4172
Fax: 1-408-975-6612
Internet mail: certification@adobe.com

ACKNOWLEDGEMENT

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