



## Web Authoring Using Adobe Dreamweaver CC (2019)

Adobe conducted research to identify the foundational skills students need to effectively communicate using digital media tools. Based on feedback from educators, design professionals, businesses, and educational institutions around the world, the objectives cover entry-level skill expectations for web authoring. An individual earning this certification has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with product features and capabilities, as well as relevant career concepts.

Individuals who have earned an Adobe Certified Associate certification have demonstrated mastery of the following skills. Detailed exam objectives are available on the Adobe Education Exchange.

### 1 Working in the Web Industry

*This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design related knowledge.*

#### 1.1 Identify the purpose, audience, and audience needs for a website. .

1.1a Determine whether content is relevant to the purpose, the audience, and audience needs.

- i Key Terms: client goals, target audience, demographics, accessibility, technical limitations, bandwidth, browsers, resolution, user interface, usability, user experience, business problem to be solved, expected results, etc.

#### 1.2 Communicate with colleagues and clients throughout the project.

1.2a Demonstrate knowledge of techniques for communicating ideas about expected outcomes with peers and clients.

- i Key Terms: sitemap, mood boards, style tiles, storyboarding, design comp, sketches, specifications, wireframes, prototypes, iterations, change orders, drafts, feedback loop, project scope, scope creep, platform requirements, code commenting, etc. Demonstrate knowledge of basic project management concepts.

#### 1.2 b Demonstrate knowledge of basic project management concepts.

- i Schedule, budget, project goals, dependencies and prioritization, proposal, phased project planning, completion benchmarks, pair programming, project documentation, asset management, naming conventions, A/B testing, test plan, basic agile project management concepts, etc.

**1.3 Demonstrate an understanding of the type of permissions required to use specific content.**

**1.3a** Identify legal and ethical considerations for using third-party assets such as copyright, permissions, and licensing.

- i Key concepts: Creative Commons, public domain, intellectual property, derivative work, commercial/non-commercial use, attribution, work for hire, fair use/fair dealing, etc.

**1.3b** Identify when and how to obtain permissions in order to use code and content.

- i Key concepts: model release, location release, media release, restricted location, stock assets, frameworks, code, templates, implications of using an asset hosted on a different site (hot-linking), etc.

**1.4 Demonstrate an understanding of key technologies related to web design and development.**

**1.4a** Demonstrate fundamental knowledge of internet terminology.

- i Key Terms: accessibility, absolute vs relative URL, site architecture, URL, web servers, TCP/IP, domain registration, DNS, web host, localhost, etc.

**1.4b** Demonstrate fundamental knowledge of search engines and search engine optimization.

- i Key Terms: SEO, keywords, metadata, alternate text, hierarchy, back links, best practices, indexing and crawling, sitemap, etc.

**1.4c** Demonstrate fundamental knowledge of web security concepts.

- i Key Concepts: Protocols (FTP/SFTP, HTTP/HTTPS, etc.), common malware types, firewalls, risk of linking to external content, DDOS, security needs, file permissions, spamming, CAPTCHA, etc.

**1.4d** Demonstrate knowledge of key web development concepts.

- i Key Concepts: use HTML for structure, use CSS for appearance; use JavaScript for behavior, server-side languages, frameworks, responsive vs adaptive web design, etc.

**1.5 Demonstrate knowledge of basic design principles and best practices employed in the industry.es.**

**1.5a** Communicate visually using user interface elements and design techniques.

- i Key Concepts: symmetry, proximity, closure, continuity, balance, color theory, typography, grid system, hierarchy, etc.

**1.5b** Identify user experience design techniques and practices.

- i Key Concepts: usability, accessibility, consistency, user experience research, Hick's law, Fitt's law, discoverability, functionality, aesthetics, etc.

**1.5c** Identify user interaction design techniques and practices.

- i Key Concepts: navigation, mouse input, keyboard input, touch input, menus, controls, form elements, feedback (tooltips and validation), etc.

## 2 Project Setup and Interface

*This objective covers the interface setup and program settings that assist in an efficient and effective workflow.*

### 2.1 Create a new site with the appropriate settings.

2.1 a Set appropriate options for defining a new site.

- i Key Concepts: root folder, local/remote/testing sites, server technology, FTP settings, cloaking, version control, check-in/check-out process, GIT repositories, etc.

2.1 b Create a new page for specific project needs.

- i Key Concepts: default page settings, starter templates, customizing templates for a site, DOCTYPE, document titles, frameworks, Bootstrap, etc.

### 2.2 Navigate, organize, and customize the application workspace.

2.2 a Identify and manipulate elements of the Dreamweaver interface.

- i Key Concepts: Property Inspector, panels; Code view vs Design view vs Live view, toolbars, Status bar, etc.

2.2b Organize and customize the workspace.

- i Key Concepts: tabbed documents; showing, hiding, nesting, and docking panels; saving and resetting workspaces; shortcuts and menus; etc.

2.2c Configure application preferences.

- i Key Concepts: New Document, Code Hints, Fonts, Interface, Invisible Elements, File Types and Editing, Real-Time Preview, Extract, Site, Linting, etc.

### 2.3 Use non-visible design tools in the interface to aid in project workflow.

2.3a Configure content viewing options.

- i Key Concepts: window size, magnification, orientation, real-time preview, etc.

2.3b Navigate a site.

- i Key Concepts: navigating folder directories, nested folders, etc.

### 2.4 Manage assets in a project.

2.4a Add and organize assets.

- i Key Concepts: Copying, pasting, moving, editing and deleting assets, including images, colors, URLs, scripts, snippets, and media using the Files panel, Assets panel and CC libraries, Extract assets from .psd, etc.

2.4b Configure assets in a project.

- i Key Concepts: compressing assets, setting permissions, managing local and remote files using the Files panel, etc.

## 3 Organizing Content on a Page

*This objective covers document structure and responsive design.*

### 3.1 Organize page structure.

3.1 a View, edit, and manage the structure of a page.

- i Key Concepts: DOM panel, DOM structure as it applies to element hierarchy (header, footer, nav, body, script, article, span, div), properly nesting elements, etc.

### 3.2 Apply responsive and adaptive design concepts.

3.2 a Design a web page that works well on multiple devices.

- i Key Concepts: media queries, breakpoints, CSS measurement units, designing for multiple devices (different viewport sizes), Bootstrap framework templates, etc.

## 4 Working with Code to Create and Modify Content

*This objective covers core technologies used to create web content.*

### 4.1 Organize and display content using HTML.

4.1a Identify the appropriate use of <html>, <head>, <body>, and <div> tags.

4.1b Differentiate between block and inline elements.

4.1c Format content using headings, paragraphs, and lists.

- i Key Elements: <h1> through <h6>, <p>, <ol>, <ul>, <li>, <em>, <strong>, <br>, <blockquote>, <span>, etc.

4.1d Insert and manipulate images, video, and sound, and animation.

- i Key Concepts: Inserting images, scaling images, adding alt text for accessibility and search engine optimization, inserting and configuring video and audio, etc.
- ii Key Elements: <img>, <video>, <audio>

4.1e Create, manage, and edit hyperlinks.

- i Key Concepts: Internal, external, absolute, relative, email, telephone, named anchors, target attribute, etc.

### 4.2 Apply table and semantic elements to describe content.

4.2a Display and organize information using tables.

- i Key Elements: <table>, <tr>, <td>, <th>, <thead>, <tfoot>

4.2b Display and organize information using other basic semantic elements

- ii Key Elements: <article>, <aside>, <nav>, <section>, <footer>, <header>, <main>, etc.

### 4.3 Style a web page using CSS

4.3a Configure initial page properties.

- i Key Concepts: Page Properties dialog

4.3b Manage fonts.

- i Key Concepts: font-family, default fonts, page fonts, font substitution list, etc.

- 4.3c Create and manage CSS rules using the CSS Designer panel.
  - i Key Concepts: Sources, @Media, Properties, and Selectors sections; enabling and disabling CSS rule properties, searching and filtering, etc.
- 4.3d Create and use inline styles, internal styles, and external style sheets.
  - i Key Concepts: Cascading order, importing style sheets (@import), etc.
- 4.3e Create and modify selectors that reference specific HTML elements.
  - i Selector Types: Id, class, tag, pseudo class, group, descendant, child selectors
- 4.3f Apply common CSS declarations
  - i Key Declarations: fonts, backgrounds, images, colors, box model, width, height, positioning, styles for button states, tabs, animated drop-down menus, etc.
- 4.3g Organize a web page layout with relatively and absolutely positioned div tags and CSS styles.
  - i Key Concepts: inserting a div tag in standard mode, modifying div tag attributes, and displaying overlapping content on a web page using div tags, etc.

#### 4.4 Add interactivity using JavaScript

- 4.4a Create and manage forms.
  - i Key Concepts: identifying which form inputs are appropriate for collecting various types of information, inserting form elements on a page, methods used to transmit form data (GET, POST, action attribute), data validation, etc.
- 4.4b Add interactivity to a web page.
  - i Key Concepts: HTML5 canvas, JavaScript snippets, etc.

## Publishing Digital Media

### 5

*This objective covers saving and exporting entire documents in multiple formats and specific assets within the project.*

#### 5.1 Prepare project for publishing.

- 5.1a Set up for testing and publishing.
  - i Key Concepts: local site, remote site, testing server, web server, file transfer protocols (FTP, local/network, Secure FTP, WebDav, RDS), managing assets, links, and files, etc.
- 5.1b Check project for errors and project specifications.
  - i Key Concepts: spell check, creating a sitemap, HTML validation, usability and accessibility check, cleanup HTML, checking and updating links sitewide, testing live site to validate links and media, troubleshooting CSS issues by using visual aids, previewing in browser, Live View, code validation, etc.

## 5.2 Publish a web site.

### 5.2a Save web pages.

- i Key concepts: Save vs Save as..., file name and location, Save as template, etc.

### 5.2b Publish a live site.

- i Key concepts: Put/Get files to and from server, Check-in/check-out for team projects, refresh site files, dependent/associated files, cloaking files and folders, synchronizing local and remote sites, etc.