Video Communication Using Adobe Premiere Pro

Adobe conducted research to identify the foundational skills students need to effectively communicate using digital media tools. Based on feedback from educators, design and video professionals, businesses, and educational institutions around the world, the objectives cover entry-level skill expectations for video communication.

The following skills will be assessed on the Video Communication Using Adobe Premiere Pro exam.

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Domain 1.0 Setting Project Requirements

1.1   Identify the purpose, audience, and audience needs for preparing video.
1.2   Identify video content that is relevant to the project purpose and appropriate for the target audience.
1.3   Demonstrate knowledge of standard copyright rules (related terms, obtaining permission, and citing copyrighted material).
1.4   Demonstrate knowledge of the production planning and management process.

Domain 2.0 Identifying Design Elements When Preparing Video

2.1   Demonstrate knowledge of how to organize and plan a video sequence.
2.2   Identify general principles for video shooting.
2.3   Demonstrate knowledge of visual techniques for enhancing video content.
2.4   Demonstrate knowledge of using audio to enhance video content.
2.5   Demonstrate knowledge of using still images to enhance video content.
2.6   Communicate with others (such as peers and clients) about design and content plans.

Domain 3.0 Understanding the Adobe Premiere Pro Interface

3.1   Identify elements of the Adobe Premiere Pro interface.
3.2   Identify the functions of Adobe Premiere Pro interface elements.
3.3   Organize and customize the Adobe Premiere Pro workspace.

Domain 4.0 Editing a Video Sequence with Adobe Premiere Pro

4.1   Import media assets (video, image, and audio files).
4.2   Organize and manage video clips in a sequence.
4.3   Trim clips.
4.4   Manage sound in a video sequence.
4.5   Manage superimposed text and shapes in a video sequence.
4.6   Add and manage effects and transitions in a video sequence.

Domain 5.0 Exporting Video with Adobe Premiere Pro

5.1   Demonstrate knowledge of export options for video.
5.2   Demonstrate knowledge of how to export video from Adobe Premiere Pro.