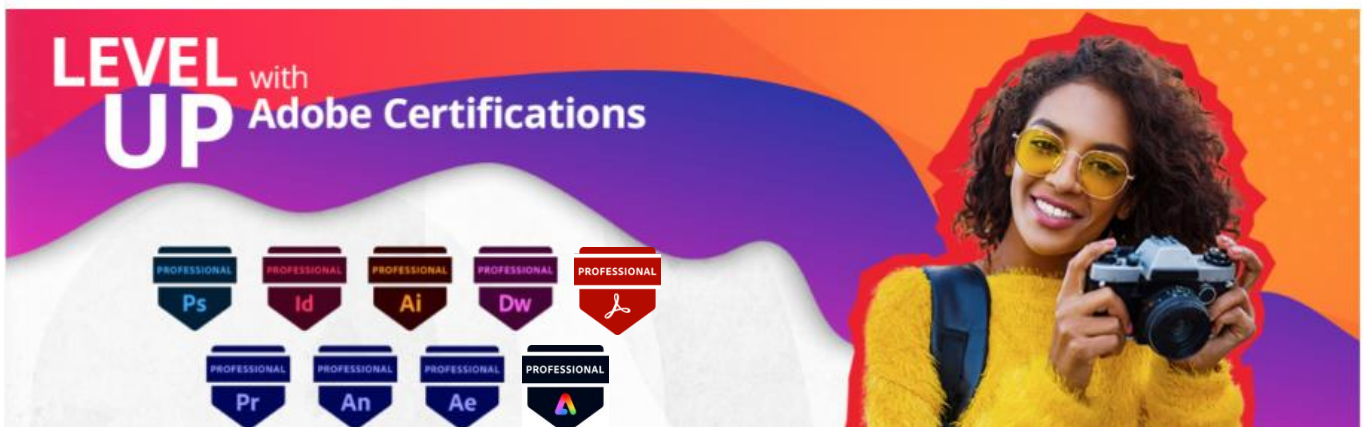


## Adobe Certified Professional



- 考試科目：Adobe Express

- 考試大綱

- 一、 數位行銷原理

該目標涵蓋幫助行銷人員成功實施促銷和品牌推廣的數位行銷原則

1. Summarize promotion concepts. Communicate with colleagues and clients about project plans.
2. Implement target marketing strategies, concepts, and principles.
3. Adapt and apply branding to content.
4. Use content creation strategies and best practices.
5. Identify content optimization methods and distribution channels.
6. Automate and monitor social media promotions.

- 二、 設計原則

該目標涵蓋了創建內容時，應遵循的關鍵設計原則，以確保視覺吸引力、可訪問性以及法律與道德原則，同時使用高校的設計流程

1. Apply basic visual design concepts.
2. Explain design processes.
3. Identify accessibility requirements.
4. Use assets ethically.

### 三、內容創建和修改

該目標涵蓋使用Adobe Express高效創建內容的各種功能和工作流程

1. Create graphics and publications.
2. Create video, audio, and animation.
3. Create webpages.
4. Add and modify text.
5. Use templates.
6. Edit and convert files.
7. Increase audience reach.

### 四、內容管理

該目標涵蓋在Adobe Express中有效管理多個專案內容所需的技能和概念

1. Create a library of assets.
2. Organize files.
3. Create templates.
4. Create content for multiple platforms.

### 五、分享與發布

該目標涵蓋了Express允許內容創作者共享的功能，包含他們的工作、與團隊成員和客戶合作、出版內容到各個平台並匯出內容

1. Prepare video and audio sequences for publishing to web, screen, and other digital devices.
2. Export and archive video and audio sequences.

(本科目無繁體中文語言，實際內容以[原廠原文考試大綱](#)為主)