



ADOBE DIGITAL LEARNING SERVICES COURSE CATALOG



Begin Your Digital Innovation Here

Transform the way you deliver great customer experiences.
Get Started, Get Inspired

“We’ve seen more precise use of the tool, better collaboration, and a positive impact from a revenue standpoint due to the way Adobe has trained us.”

-Fortune 1000 Tech Company

Contents

This course catalog provides information on the courses offered under each Adobe solution. The learning paths in the catalog help you enroll for the right course. You will find target audience, course format, course duration, and other relevant course information in this document. To view the schedule or to register for courses, visit our website at www.adobe.com/training.html or contact us at adls@adobe.com.

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ADOBE EXPERIENCE CLOUD

Don't just reach your customers. Know them. The Adobe Marketing Cloud is a complete set of marketing solutions that gives you everything you need to develop deep insight into your customers, build personalized campaigns, and manage your content and assets. Let's form your data into actions and insights, faster and smarter than ever.



Adobe Analytics

Combine the power of real-time analytics and detailed segmentation across all your marketing channels. Discover high-value audiences and power customer intelligence for your business.

- Reports & Analytics
- Data Workbench
- Data Connectors
- Data Warehouse
- Tag Management
- Report Builder
- Analysis Workspace



Adobe Audience Manager

This data management platform helps build unique audience profiles and identify your most valuable segments to use across any digital channel.

- Segmentation
- Identity Management
- Optimization
- Activation
- Data



Adobe Campaign

Personalize and deliver campaigns throughout all your channels by defining, optimizing, and analyzing communications. Campaign acts as an execution center for your marketing strategies.

- Cross-Channel Marketing Optimization
- Campaign Optimization
- Leads Management
- Application Programming
- Schema and Forms Management
- Administration
- Data Management



Adobe Experience Manager

Create websites, mobile apps, and forms using this comprehensive content management solution. Easily author and manage your marketing content and assets to brand and drive demand.

- Web Content Management
- Dynamic Media
- Personalized Media
- Marketing Campaign Management
- Social Communities
- Assets
- Cloud Management
- Mobile
- Commerce



Adobe Target

Dynamically test & present highly customized content to the right customer in order to drive significantly higher conversion rates. Drive automation and deliver personalized experiences.

- AB testing
- Multivariate Testing
- Rules Based Targeting
- Geotargeting
- Recommendations
- Automated Behavioral Targeting



Adobe Media Optimizer

This programmatic ad-buying solution combines intelligent campaign forecasting, targeted ad delivery and automated execution to help you deliver relevant content to high-value audiences.

- Advertising Management
- Audience Management
- Audience Targeted Creative
- Ad Serving and Tracking
- Professional Services



Adobe Social

This social management platform connects every piece of data--beyond the likes and follows--to help you manage deep relationships between customers sentiments and your business goals.

- Application Builder
- Social Analytics
- Social Campaigns
- Management and Governance
- Listening and Moderation
- Publishing and Ads



Adobe Primetime

This multiscreen TV platform helps broadcasters, cable networks and service providers create and monetize engaging, personalized viewing experiences.

- TVSDK
- Authentication
- DRM
- Ad Insertion
- AD Decisioning

ADOBE CREATIVE CLOUD

Easily manage your Creative Cloud apps and services. Creative Cloud for desktop is a great place to start any creative project. Quickly launch and update your desktop apps; manage and share your assets stored in Creative Cloud; download fonts from Adobe Typekit or high-quality royalty-free assets right within the app; and showcase and discover creative work on Behance. Best of all, the application stays out of your way but is there when you need it, so you can focus on creativity.



Adobe Photoshop CC

Create anything you can imagine. Anywhere you are.

The world's best imaging and design app is at the core of almost every creative project. Work across desktop and mobile devices to create and enhance your photographs, web and mobile app designs, 3D artwork, videos, and more.



Adobe Premiere Pro CC

Make visually stunning videos virtually anywhere.

With the industry-leading video editing software, you can edit virtually any type of media in its native format and create professional productions with brilliant color for film, TV, and web.



Adobe Illustrator CC

Create beautiful vector art.

The industry-standard vector graphics app lets you create logos, icons, sketches, typography, and complex illustrations for print, web, interactive, video, and mobile.



Adobe After Effects CC

Create incredible motion graphics and visual effects.

The industry-standard animation and creative compositing app lets you design and deliver professional motion graphics and visual effects for film, TV, video, and web.



Adobe InDesign CC

Craft elegant layouts at your desk or on the go.

The industry-leading page design and layout toolset lets you work across desktop and mobile devices to create, preflight, and publish everything from printed books and brochures to digital magazines, iPad apps, eBooks, and interactive online documents.



Adobe Acrobat CC

Fast-forward documents between people and tasks automatically. Deliver amazing experiences every time with Adobe Acrobat DC, Adobe Sign, and powerful mobile apps — all easily integrated into your existing systems.



Adobe Muse CC

Create gorgeous HTML5 websites without writing code. Stay true to your creative roots and design incredible websites with ease — no need to think like a developer.



Adobe Animate CC

Design interactive animations with cutting-edge drawing tools and publish them to multiple platforms — including Flash/Adobe AIR, HTML5 Canvas, WebGL, or even custom platforms — and reach viewers on broadcast TV or virtually any desktop or mobile device.



Adobe Captivate

Leap ahead with a smart eLearning design platform to create fully responsive eLearning content with the help of Fluid Boxes. Transform non-mobile Adobe Captivate courses into responsive mLearning. Deliver great learning experiences with free eLearning assets.

LEARNING PATHS



Adobe Analytics

Adobe Analytics training enables you to apply real-time analytics and detailed segmentation across your marketing channels to power customer intelligence.

Select your learning path in a few short steps:

1. Identify your job role column from the top colored header
2. Take courses in the order as they are listed within your job role column

ANALYTICS - Course Name	Duration	Business User (Analyst)	Developer	System Administrator
Maximize Insights Using Administrative Functions	3 Day	1		1
Data Analysis with Reports & Analytics	3 Day 3 hr eLearning	2		
Data Analysis with Analysis Workspace	1 Day	3		
Create & Manage Analytics Reports using Report Builder	1 Day 3 hr eLearning	4		
Mobile App Analysis	1 Day	5		
Reports & Analytics Implementation	4 Day		1	
Dynamic Tag Management	1 Day		2	

ANALYTICS: DATA WORKBENCH Course Name	Duration	Business User (Analyst)	Architect	System Administrator
Data Workbench Analyst Fundamentals	1 Day	1		
Data Workbench Analyst ACE	4 Day	2		
Data Workbench Advanced Analyst	3 Day	3		
Data Workbench Administrator	1 Day	4		1
Data Workbench Architect ACE	5 Day	5	1	



Adobe Experience Manager

Adobe Experience Manager training empowers you with skills in this comprehensive content management solution to effectively build websites, mobile apps and forms.

Select your learning path in a few short steps:

1. Identify your job role column from the top colored header
2. Take courses in the order as they are listed within your job role column

AEM: SITES – Course Name	Duration	Business User (Author)	Developer (Front-End)	Developer (Back-End)	System Administrator	Architect
Create Web Experiences	2 Day 3 hr eLearning	1	1			1
Develop Websites and Components	4 Day 3 hr eLearning		2	1		
Extend and Customize	3 Day			2		
Administer and Securely Maintain	3 Day			3	1	
AEM Security	1 Day		3		2	
Develop Multilingual and Multinational Sites	2 Day	2	4	4		
AEM v6 Architect Workshop	3 Day			5	3	2

AEM: ASSETS – Course Name	Duration	Business User (Author)	Developer
Manage and Deliver Digital Assets	2 Day 2 hr eLearning	1	
Create Web Experiences	2 Day 3 hr eLearning		1
Customize Digital Assets	2 Day		2
Extend and Customize	3 Day		3

AEM: MOBILE – Course Name	Duration	Business User
Build Apps in Adobe Experience Manager Mobile	1 Day	1

AEM: FORMS – Course Name	Duration	Designer	Developer
Design Adaptive Forms using AEM	2 Day 3 hr eLearning	1	1
Develop AEM Forms	2 Day		2
Create and Manage Correspondence using AEM Forms	1 Day	2	
Design and Maintain Applications in AEM Workbench	2 Day	3	3



Adobe Campaign

Adobe Campaign solutions training prepares you to deliver and personalize consistent campaigns across all your online and offline channels.

Select your learning path in a few short steps:

1. Identify your job role column from the top colored header
2. Take courses in the order as they are listed within your job role column

CAMPAIGN v6 - Course Name	Duration	Business User	Developer	System Administrator
Getting Started with Adobe Campaign v6	1 Day	1		
Design and Orchestrate Marketing Campaigns using Adobe Campaign v6	3 Day 2 hr eLearning	2		
Manage Data and Workflows in Adobe Campaign v6	2 Day	3	1	
Interaction	1 Day	4		
Develop Forms and Extend Data Models	1 Day		2	
Extend and Customize Adobe Campaign v6	3 Day		3	
Reporting	1 Day		4	
Administration	1 Day			1
Production	1 Day		5	2
Campaign v6 Bootcamp	5 Day		1	

CAMPAIGN STANDARD - Course Name	Duration	Business User	Developer	System Administrator
Design and Orchestrate Marketing Campaigns using Adobe Campaign Standard	2 Day	1		
Extend and Customize Adobe Campaign Standard	1 Day		1	1

CAMPAIGN STANDARD - Course Name	Duration	Business User	Developer	System Administrator
Transition to Adobe Campaign Prime	1 Day	1		



Adobe Target

Adobe Target training enriches data-driven marketers with skills to rapidly experiment, optimize, and create high-converting personalized experiences.

Select your learning path in a few short steps:

1. Identify your job role column from the top colored header
2. Take courses in the order as they are listed within your job role column

Course Name	Duration	Standard Business User	Premium Business User
Optimize Digital Experiences eL - Create and Optimize Adobe Target Activities	2 Day 3 hr eLearning	1	1
Using Adobe Analytics and Shared Audiences with Adobe Target	1 Day	2	2
Automated Personalization	3 Hrs		3
Premium Recommendations	1 Day		4
Site Search & Merchandising	2 Day	3	5



Adobe Audience Manager

Adobe Audience Manager training helps you build unique audience profiles so you can identify your most valuable segments and use them across any digital channel.

Select your learning path in a few short steps:

1. Identify your job role column from the top colored header
2. Take courses in the order as they are listed within your job role column

Course Name	Duration	Business User	Developer, Architect
Organize and Build Audience Profiles using Adobe Audience Manager	1 Day	1	1
Adobe Audience Manager Implementation	2 Day		2
Enhance Audience Segmentation Using Adobe Analytics Cloud	1 Day	2	



Creative Cloud

Photographer. Filmmaker. Designer. Dreamer. No matter who you are, there's always something new for you with Adobe Creative Cloud. Train with us and learn more about how the world's best creative apps are the springboard for making anything you want, whenever and wherever you're inspired.

Select your learning path in a few short steps:

1. Identify your job role column from the top colored header
2. Take courses in the order as they are listed within your job role column

Let us work with you to precisely define a learning solution to meet your business and competence objectives.

*Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Course Name	Duration	Creative	User Experience (UX)	Print & Publication	Film / DVA**	Web
Enhance Your Workflow with Creative Cloud Services	1 Day 2 hr eLearning	1	1	1	1	1
Adobe Photoshop Essentials, Intermediate, Advanced	2, 2, 2 Days*	2	2	2	2	2
Adobe Illustrator Essentials, Intermediate, Advanced	2, 2, 2 Days*	3	3	3		3
Adobe InDesign Essentials, Intermediate, Advanced	2, 2, 2 Days*	4		4		
Adobe Premiere Pro Essentials, Advanced	2, 3 Days*	5			3	
Adobe After Effects Essentials, Intermediate, Advanced	3, 2, 3 Days*	6			4	
Adobe Muse Essentials	2 Days*	7				4
Adobe Animate Essentials	2 Days*	8				
Adobe Acrobat DC Essentials	2 Days*	9		5		
Adobe Captivate Essentials, Intermediate	2, 2 Days*	10				5

Courses:

ADOBE ANALYTICS

Course Prerequisites and Description

Adobe Analytics: Digital Analyst

Target Audience:

Marketers and analysts

Training Method:

Classroom
Virtual

Duration:

4 days

SKU:

380501737	Private Onsite
380501738	Public Regional
380501739	Public Virtual

Description:

Adobe Analytics: Digital Analyst is a 4-day course, delivered in the classroom and virtually, where participants will learn the knowledge and skills necessary to enable them to become successful digital analysts. This course will cover the framework within which a web analytics program will thrive, and cover a multitude of reporting examples spread across several industries along with hands-on exercises. Participants will also learn how to align measurement strategy with the organization's strategy, learn techniques to identify analysis opportunities, and learn how to promote their analysis within the organization. This course is suitable for students who are either just stepping into the digital analyst space or for those who have a minimum to moderate level of experience with web analytics data or web analytics tools.

Adobe Analytics: Data Workbench Administrator

Target Audience:

Data Workbench users responsible for maintaining and monitoring the hardware, system software, data storage availability, network accessibility, and access controls for in-house implementations of Data Workbench

Training Method:

Classroom

Duration:

1 day

Description:

Adobe Data Workbench: Data Workbench Administrator course is a 1-day instructor-led course where attendees are introduced to all components and develop an understanding of how data is collected and organized for analysis. Participants receive instruction on the role and location of all system configuration files, how to access and modify them, and how to troubleshoot general operational issues. The course covers user and server administration through features including access control, address files, clustering, and server synchronization. Attendees will also learn best practices for the Server Files Manager and Profile Manager interfaces.

Adobe Analytics: Data Workbench Advanced Analyst

Target Audience:

Data analysts and business marketers

Training Method:

Classroom

Duration:

3 days

SKU:

38052460	Public Regional
38052461	Private Onsite

Description:

Data Workbench Advanced Analyst is a 3-day course, instructor-led in classroom, where you will learn concepts of decision trees, clustering, correlation, predictive scoring, cohort analysis, association and guided analysis with hands-on exercises. This course will also cover trend lines and regression in graphs, rules-based and best-fit attribution, visualizations like latency, chord, and scatter plot.

Adobe Analytics: Data Workbench Analyst ACE

Target Audience:

Business analysts who want to become certified expert end-users of Data Workbench

Training Method:

Classroom

Duration:

4 days

SKU:

38052800	Public Regional
38052990	Private Onsite

Prerequisites:

Basic knowledge of digital marketing and analytics.

Description:

The Data Workbench Analyst certification course provides in-depth training and preparation for Adobe Certified Expert (ACE) credentials. The credentials benefit business analysts who want to become expert end-users of Data Workbench. The course includes Data Workbench core concepts and terminology, and a comprehensive overview of the user interface and data visualizations. Using examples, this course explains the dataset schema, segment creation, filter editor, and key visualization types with emphasis on path browsers, detail tables and process maps. This course includes hands-on lab exercises, which help answer key business questions, and an exam for analyst certification.

Adobe Analytics: Data Workbench Analyst Fundamentals

Target Audience:

Business analysts, new Data Workbench users, and marketing professionals

Training Method:

Classroom

Duration:

1 day

SKU:

38052046	Public Regional
38052047	Private Regional
38052048	Private Onsite
38052049	Public Onsite

Prerequisites:

This is a fundamental course. Basic knowledge of web analytics and digital marketing is suggested.

Description:

Data Workbench Analyst Fundamentals training provides basic training for business analysts. Attendees develop an understanding of how customers interact through different marketing channels. Attendees will also learn how to interact with the data to analyze trends, and optimize business processes for enhancing performance.

Adobe Analytics: Data Workbench Architect ACE

Target Audience:

Data Workbench technical leads—responsible for translating business requirements into specific transformations and dimensions by making dataset design and configuration decisions

Training Method:

Classroom

Duration:

4 days

SKU:

380520826	Public Regional
38050827	Private Onsite

Prerequisites:

Completion of the Data Workbench Analyst certification course OR successful completion of the Data Workbench Analyst certification exam

Description:

The Data Workbench Architect certification program (formerly Adobe Insight Architect certification) provides in-depth training and Adobe Certified Expert (ACE) credentials for candidates who want to configure and construct datasets to support their clients' business analysis needs. An Adobe Certified Expert Architect is able to understand the data collection process and to troubleshoot issues related to dataset configuration and construction. The skills gained in this comprehensive training program enable architects to determine an appropriate implementation strategy and successfully satisfy business requirements. A comprehensive exam provides students with an opportunity to demonstrate mastery of course content.

Create and Manage Analytics Reports using Adobe Report Builder



(Formerly known as "Report Builder")

Target Audience:

Reports & Analytics users, analysts, and marketers

Training Method:

Classroom

Virtual

Duration:

1 day

SKU:

38052951	Public Regional
38052952	Private Onsite
38052953	Public Virtual
38052954	Private Virtual

Prerequisites:

This is an entry-level course. However, it is recommended that you have thorough knowledge of Adobe Analytics with basic knowledge of Microsoft Excel. It is recommended that you complete the Reports & Analytics User training prior to attending this course.

Note: Participants must have Microsoft Windows XP or higher on their system to take the training. In addition, the following requirements and conditions also apply:

- 32-bit or 64-bit Microsoft Excel 2007 or higher
- For the 64-bit version of Microsoft Excel, you will need Microsoft Excel 2010.
- Mac OS X is not supported. If you use a Mac, you must install a virtual machine, with products such as VMware or Bootcamp with the Windows operating system and Microsoft Excel also installed on this environment.
- Administrative rights on your computer. If you need assistance, consult your IT department.

Description:

Create and Manage Analytics Reports using Adobe Report Builder is a 1-day course, where you will learn how to use Report Builder to extract the information from Reports and Analytics into Microsoft Excel, and then use the strengths of Microsoft Excel to format and package the data. This course shows you how use the Request Wizard and report suites, define date ranges, apply metrics and dimensions, select a relevant layout, format data, and use filters. In addition, this course also covers how to create real-time data requests and anomaly detection requests; manage requests using copy and paste functionality including multiple request changes; and save, schedule, and share your reports. The course addresses the latest unified segmentation features and interactive controls.

 Course available as elearning

Adobe Analytics: Dynamic Tag Management

Target Audience:

Technical leads, coders, IT, and administrators

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38051132	Private Onsite
38051129	Public Regional
38051131	Private Virtual
38051130	Public Virtual

Prerequisites:

Students should complete the Reports & Analytics Implementation course or have equivalent experience.

Description:

This 1-day training will teach you how to use Activation, powered Dynamic Tag Management, in order to manage tags for your Adobe Marketing Cloud and third-party tools. You will learn how to create Data Elements and Rules in order to fire tags throughout your site. You will also learn how to debug Activation, powered by Dynamic Tag Management, to verify that your tags are working as intended.

Adobe Analytics: Mobile App Analysis

Target Audience:

Analysts and marketers who analyze mobile app user activity and engagement

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38053248	Private Onsite
38053249	Public Regional
38053250	Private Virtual
38053251	Public Virtual

Prerequisites:

There are no prerequisites for this course.

Description:

Mobile App Analysis is a 1-day course that will introduce you to the powerful Adobe Analytics reporting capability provided by Adobe Mobile Services for Mobile Apps. You will learn how the reporting interface and navigation work, how to run and customize reports to understand how users engage and convert through your mobile apps, and share reports with business stakeholders.

Adobe Analytics: Reports & Analytics Implementation

Target Audience:

Technical leads responsible for translating their clients' business requirements into specific Reports & Analytics variables and functions, as well as managing the deployment of Reports & Analytics code on their Web sites

Training Method:

Classroom
Virtual

Duration:

4 days ILT, 5 days VILT

SKU:

38050865	Public Regional
38050866	Private Onsite
38050737	Private Virtual
38050736	Public Virtual

Prerequisites:

This class assumes that you have a working knowledge of programming principles. If you do not have this knowledge, you are still welcome in class, but class time will not be taken to teach programming principles.

1. Basic conditions
2. Client-side (JavaScript) logic
3. Include Files
4. Server-side logic
5. Variables

Description:

Formerly SiteCatalyst Implementation training, this 4-day course, designed for the person who places code on the page, is designed to give you the information you need to implement Reports & Analytics on your site using JavaScript. You will learn to take business requirements, translate them into an implementation solution, and code them on the page. Topics include Traffic Variables, Conversion Variables, Configuration Variables, Processing Rules, JavaScript plug-ins, troubleshooting implementations, data manipulation tools, advanced Reports & Analytics tools, and your role as a technical lead. This an excellent preparatory course for taking the "Adobe Certified Expert: Reports & Analytics Implementation" exam.

Note: This course does not directly deal with all non-JavaScript implementations (Flash, Mobile Devices, etc.), but the concepts taught serve as a foundation for such implementations

Data Analysis with Analysis Workspace

Target Audience:

Analysis Workspace users accessing this capability for site and marketing conversion reporting and analysis. All users will benefit from attending.

Training Method:

Classroom

Duration:

1 day

SKU:

38053022	Public Regional
38053023	Private Onsite
38053024	Public Virtual
38053025	Private Virtual

Prerequisites:

There are no prerequisites for this course.

Description:

Data Analysis with Analysis Workspace is a 1-day course designed to introduce you to Analysis Workspace and get you up and running with this powerful capability within the Adobe Analytics solution. You will learn how the reporting interface and navigation work, how to run reports to get answers to your business questions, and how to configure reports for effective decision-making. You will learn how to share reports, segment your data, and create useful visualizations for analysis.

Data Analysis with Reports & Analytics



(Formerly known as "Reports & Analytics User")

Target Audience:

Reports & Analytics users

Training Method:

Classroom
Virtual

Duration:

3 days

SKU:

38052984	Public Regional
38052985	Private Onsite
38052986	Public Virtual
38052987	Private Virtual

Prerequisites:

There are no prerequisites for this course.

Description:

Data Analysis with Reports & Analytics (formerly Reports & Analytics User course), is a 3-day course designed to help you use Reports & Analytics to find answers to your business questions. You will learn how the reporting interface and navigation work, how to run reports to get the answers you are looking for, and how to configure reports for effective decision-making. You will learn how to distribute reports, create useful dashboards, and segment your data so you can get the right information to the right people at the right time.

 Course available as elearning

Maximize Insights Using Adobe Reports & Analytics Administrative Functions

(Formerly known as "Reports & Analytics Advanced Features and Tools")

Target Audience:

Experienced Reports & Analytics administrators

Training Method:

Classroom
Virtual

Duration:

3 days

SKU:

38052992	Public Regional
38052993	Private Onsite
38052994	Public Virtual
38052995	Private Virtual

Prerequisites:

Students should attend the Data Analysis with Reports & Analytics or have significant experience with Reports & Analytics. Students should install the Report Builder Excel plug-in before class. Windows XP and Excel 2007 or higher is required for the Report Builder chapter

Description:

This 3-day course will teach you how to use the administrative functions in Reports & Analytics in order to manipulate data collection, create and configure Analytics data environments, and manage your analysts. You will learn how to create campaigns, how to group granular data to create informative reports and how to integrate your Reports & Analytics data with offline data in order to understand your business from end to end.

"I learned an optimization in the training that led to a 17% increase in conversion."

-Fortune 500 Telecom Company

Courses:

ADOBE EXPERIENCE MANAGER

Course Details

Adobe Experience Manager: Build Apps in Adobe Experience Manager Mobile

*(Formerly known as "AEM Sites: Mobiles
for Sites and Apps")*

Target Audience:

Developers, authors, and designers

Training Method:

Classroom

Duration:

1 day

SKU:

38054042	Public Regional
38054043	Private Onsite
38054044	Public Virtual
38054045	Private Virtual

Course Prerequisites and Description

Prerequisites:

This is an entry-level course and as such there are no prerequisites. However, it is recommended you have knowledge of mobile app development and digital marketing with some proficiency in HTML, JavaScript, and CSS.

Description:

Build Apps in Adobe Experience Manager Mobile is a 1-day, instructor-led in a classroom or virtual course, where you will learn how to build and preview native mobile applications created with AEM Mobile On-Demand services as well as configure various options and settings to provide different mobile user experiences such as notifications and screen options.

Customize Digital Assets in Adobe Experience Manager

*(Formerly known as "AEM Assets:
Developer (AEM 6.x)")*

Target Audience:

Asset developers who want to use the Adobe Experience Manager Assets tool to manage assets, such as images, audio and video files, and documents.

Training Method:

Classroom

Duration:

2 days

SKU:

38053493	Public Regional
38053494	Private Onsite
38053495	Public Virtual
38053496	Private Virtual

Prerequisites:

There are no specific prerequisites for this course.

Description:

Customize Digital Assets in Adobe Experience Manager is a 2-day, instructor-led (classroom and virtual) course that covers how to create, manage, deliver, and optimize digital assets. In this course, you will learn how to customize and manage asset metadata and process assets by using workflows and media handlers. You will also learn how to configure dynamic media to deliver multiple variations of rich content, configure the assets proxy and automate asset translation workflows to provide multi-lingual support, and manage assets by using Sling servlets. By the end of this course, you will be able to share assets with cross-functional teams and deliver rich, interactive media experiences across all customer-facing touchpoints.

Manage and Deliver Digital Assets Using Adobe Experience Manager

Target Audience:

Content Authors and Business Users, which include Marketers, Creative Practitioners, Copy Writer, Librarian, Metadata Manager, Reviewers, Marketing Manager, Category Manager, and Channel Producer

Training Method:

Classroom

Duration:

2 days

SKU:

38054125	Public Regional
38054126	Private Onsite
38054127	Public Virtual
38054128	Private Virtual

Prerequisite:

There are no specific prerequisites for this course. However, it is helpful if the participant is familiar with the Adobe Experience Manager platform.

Description:

Manage and Deliver Digital Assets Using Adobe Experience Manager is a 2-day, instructor-led in (classroom and virtual) course that covers the capabilities of the Adobe Experience Manager Assets. In this course, you learn how to manage, share, and deliver digital assets across all customer-facing touchpoints.

AEM Forms and LiveCycle Overview

Target Audience:

Managers, executives, and IT architects

Training Method:

Classroom

Duration:

1 day

SKU:

38052477	Public Regional
38052478	Private Onsite
38052479	Public Regional
38052480	Private OnSite

Description:

AEM Forms and LiveCycle is a 1-day, instructor-led classroom course, where you will learn the business benefits and technical architectures of Adobe's AEM Forms and LiveCycle ES4 systems. You will learn how these applications work together to deliver a seamless and powerful combination that enable organizations to easily develop, publish, and manage enterprise forms and documents for desktop and mobile devices. The course includes theory about AEM Forms and LiveCycle ES4 followed by demonstrations, case studies, and hands-on exercises. This training is ideal for managers, executives, and IT architects who are considering Adobe's AEM Forms and LiveCycle ES4 software for their enterprise's form and document systems. No previous experience with these technologies is required.

AEM Forms: Digital Rights Management

Target Audience:

Developers

Training Method:

Classroom

Duration:

2 days

SKU:

38052415	Public Regional
38052416	Private Onsite
38052417	Public Regional
38052418	Private Onsite

Description:

AEM Forms: Digital Rights Management is a 2-day course, instructor-led in classroom and virtual, where you will learn how to use Adobe Digital Rights Management (DRM) tools and techniques. The course will cover DRM theory followed by hands-on exercises. Participants will learn the fundamentals of Adobe DRM and how to create and develop policies, rights-managed documents and workflows. They will also create sophisticated server applications that apply policies and encryption, as well as applications that revoke security and retire documents. This course is suitable for AEM developers and anyone working with Adobe DRM tools and workflows.

 Course available as elearning

Create and Manage Correspondence using AEM Forms

Target Audience:

AEM Forms analysts and users

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38054047	Public Regional
38054048	Private Onsite
38054049	Public Regional
38054050	Private Onsite

Prerequisites:

This is an entry-level course and as such there are no prerequisites. However, it is recommended you have knowledge of automated or template-based correspondence systems.

Description:

Create and Manage Correspondence Using AEM Forms 6.x is a 1-day, instructor-led in a classroom or virtual course, where you will learn to assemble correspondence from both preapproved and custom-authored content in a streamlined process.

This course will cover topics necessary for analysts and users to be successful in the creation, assembly, and delivery of secure, personalized, and interactive correspondences. Topics include organizing correspondence assets, uploading schemas, creating and maintaining data dictionaries and their meta-data, working with document fragments, creating letters with editable assets, and working with signature images.

Design Adaptive Forms using Adobe Experience Manager

Target Audience:

AEM Forms authors, analysts, and designers

Training Method:

Classroom

Duration:

2 days

SKU:

38052966	Public Regional
38052967	Private Onsite
38052968	Public Virtual
38052969	Private Virtual

Prerequisites:

This is an entry-level course and as such there are no prerequisites. However, it is recommended you have knowledge about Content Management or Document Management systems and some experience with web page design or document management.

Description:

Design Adaptive Forms using Adobe Experience Manager is a 2-day, instructor-led in a classroom or virtual course, where you will learn to create and manage Adaptive Forms and Documents. This course will cover topics for a front-end designer including creating and managing form templates, form review and approval, draft and submissions, applying tags to forms, form localization, rule editor, Form Portal, and data binding.

Design and Maintain Applications in Adobe Experience Manager Workbench

Target Audience:

New AEM Forms JEE and Adobe Experience Manager Workbench users

Training Method:

Classroom
Virtual

Duration:

2 days

SKU:

38053191	Private Onsite
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Prerequisites:

This is an advanced business user course and there are no prerequisites. However, it is recommended you have knowledge of business process management and workflows.

Description:

Design and Maintain Applications in Adobe Experience Manager Workbench is a 2-day, instructor-led in a classroom or virtual course, where you will learn to use AEM Workbench to design AEM Forms JEE applications.

This course will cover topics necessary for users to be successful in the design, maintenance, and testing of AEM Forms JEE applications. Topics include creating Document Services applications, using AEM Workbench process maps, out-of-the-box Document Services, testing process execution, and using the Assign Task, PDF generator, Assembler, and Foundation services.

Develop Adobe Experience Manager Forms

(Formerly known as "AEM Forms for AEM Developer " or "AEM Forms for JEE Forms Developer")

Target Audience:

Forms developers, application developers, and IT Support

Training Method:

Classroom

Duration:

2 days

SKU:

38052971	Public Regional
38052972	Private Onsite
38052973	Public Virtual
38052974	Private Virtual

Prerequisites:

It is recommended you have knowledge about Content Management or Document Management systems, some experience with web page design or document management, Java coding and web development experience, and an understanding of HTML, JavaScript, XML, and the ExtJS Framework. AEM integration with Analytics.

Description:

Develop Adobe Experience Manager Forms (formerly offered as AEM Forms for AEM Developer and AEM Forms for JEE Forms Developer) is a 2-day, instructor-led in a classroom or virtual course, where you will learn to configure and develop Adaptive Forms and Document functionality. This course will cover configuration topics for a developer including the prefill service, form templates, document services, client libraries, mobile form features, creating a document of record (XDP File), and building a mobile solution. Participants will configure form data and document of record, and learn best practices for developers.

AEM v6 Architect Workshop

Target Audience:

Adobe Experience Manager architects and Senior Adobe Experience Manager developers

Training Method:

Classroom

Duration:

3 days

SKU:

38052595	Public Regional
38052596	Private Onsite

Prerequisites:

This is an advanced technical course requiring prior development knowledge and project experience with AEM.

Description:

This course is designed for Adobe Experience Manager architects and Senior Adobe Experience Manager developers to accelerate learning and understanding of recommended practices for AEM 6.1. Participants will gain knowledge of Adobe Experience Manager's architecture design, migration methodologies and recommended practices, integration with Adobe and 3rd party solutions, and performance optimization. Collaborative exercises will challenge the participants, driving the creation of solution designs and applying them to implementation walk-throughs with their peers.

AEM Condensed System Admin & Advanced Developer Course

Target Audience:

Developers who want to learn more about the development of AEM sites and system administration

Training Method:

Classroom

Duration:

5 days

Description:

AEM System Administration: The AEM System Administrator training focuses on how to install, configure maintain and troubleshoot AEM. Participants get introduced to the basic philosophy and concepts of the AEM architecture and learn how to integrate AEM in a production-level environment. Furthermore, participants get an overview of the AEM files and directory structure, where to find important log files and how to adjust the logging configuration. Topics include: content replication, configuring the dispatcher, backup, clustering, LDAP integration, and SingleSignOn. The course is presented as a well-balanced combination of lecture presentations and hands on exercises.

AEM Adv Developer: Students will be introduced to a deeper understanding of topics including the architecture stack, team development environment - including Eclipse, Maven, and file vault - , Apache Sling Event Handling, Apache Sling Scheduler, JCR Observation Listener, Content Migration strategies, Content Search, and Periodic importers. This course assumes the Basic Developer course or equivalent familiarity with AEM as a prerequisite.

Develop Multilingual and Multinational Sites in Adobe Experience Manager

(Formerly known as "AEM Assets: Multi Site Manager")

Target Audience:

AEM authors, administrators, designers, and developers

Training Method:

Classroom
Virtual

Duration:

2 days

Prerequisites:

This is an entry-level course and as such there are no prerequisites. However, it is recommended you have knowledge about Content Management systems and some experience with web page design.

Description:

Develop Multilingual and Multinational Sites in Adobe Experience Manager is a 2-day, instructor-led in a classroom or virtual course, where you will learn to successfully support large and complex multinational and multilingual websites. This course will cover topics for site designers, administrators, authors and developers including planning and designing global websites to support different locales and languages, translation projects, translation configuration, language masters, source content and blueprints, live copies, multi-site management, and developer configuration tasks needed to support these deployments.

AEM: Security

Target Audience:

Developers

Training Method:

Classroom

Duration:

1 day

SKU:

38052538	Private Regional
38052539	Public Onsite
38052540	Private Virtual
38052541	Public Virtual

Description:

In this training, participants will learn about possible attacks against AEM installations and how to protect against them. After completing the training, the participants will be able to configure AEM and dispatcher in a secured way. Participants will also explore coding considerations in securing AEM. This training covers security related AEM features, security considerations in code, XSS attacks, securing the AEM environment, operational dashboard capabilities and, User generated content.

Administer and Securely Maintain Adobe Experience Manager

(Formerly known as "AEM System Administrator v6.x")

Target Audience:

System administrators

Training Method:

Classroom
Virtual

Duration:

3 days

SKU:

38052720	Public Regional
38052721	Private Onsite
38052722	Public Virtual
38052723	Private Virtual

Prerequisites:

- A minimum two years of system administrator experience with the operating system or platform on which Adobe Experience Manager will be installed
- Basic knowledge about Java technology, XML, HTTP protocol, networking, network design, Mongo DB, and server-specific software
- Troubleshooting skills

Description:

A 3-day instructor-led course where you will learn how to configure, maintain, and troubleshoot Adobe Experience Manager.

Create Web Experiences Using Adobe Experience Manager



(Formerly known as "AEM Sites: Author v6.x")

Target Audience:

Adobe Experience Manager users and power users including Authors, Developers, and System Administrators

Training Method:

Classroom
Virtual

Duration:

2 days

SKU:

38052658	Public Regional
38052659	Private Onsite
38052660	Public Virtual
38052661	Private Virtual

Prerequisites:

Participants should have knowledge of Website structure, Content Authoring, and Content Management System (CMS).

Description:

Formerly known as the AEM Sites: Author course, this course will cover creating and editing new responsive web pages based on different templates along with hands-on exercises. Participants will learn the importance of using workflows and launches, as well as personalization and targeting.

Develop Websites and Components in Adobe Experience Manager



eLearning as Develop Basic Websites

(Formerly known as "AEM Sites: Developer")

Target Audience:

Developers

Training Method:

Classroom
Virtual

Duration:

4 days

SKU:

38052689	Public Regional
38052690	Private OnSite
38052691	Public Virtual
38052692	Private Virtual

Prerequisites:

- Participants must have a minimum two years of experience in web development.
- Additionally, they would require the following skill sets:
 - Experience in HTML, CSS, DHTML
 - Java (optional)
 - JavaScript in client side environment

Description:

Develop Websites and Components in Adobe Experience Manager is a 4-day course, instructor-led (in classroom and virtual), that teaches the fundamentals of building a custom website based on templates and components. It provides conceptual information on JCR, web framework, and OSGi framework. Using CRXDE Lite, students will develop a custom website while reinforcing the fundamental concepts, such as components, templates, dynamic image rendering, navigation, and modularization. It also covers responsive design with hands-on activities. This course has deep coverage on HTML—the templating language that helps front-end developers to quickly develop components.

 Course available as elearning

Extend and Customize Adobe Experience Manager

(Formerly known as "AEM Sites: Advanced Developer v6.x")

Target Audience:

Developers

Training Method:

Classroom

Virtual

Duration:

3 days

SKU:

38052667	Public Regional
38052668	Private OnSite
38052669	Public Virtual
38052670	Private Virtual

Prerequisites:

- Successfully completed the course—Design Websites and Components in Adobe Experience Manager (previously known as AEM Sites: Developer)
- Minimum two years of experience in web development, including advanced knowledge of Object Oriented Programming, specifically Java
- Experience in developing basic Adobe Experience Manager applications using components and templates
- Java coding experience

Description:

This course will cover topics on how to create custom OSGi services and Sling servlets, along with hands-on exercises. Participants will learn to use Eclipse, Maven, and FileVault for development. This course is suitable for advanced/back-end developers.

Adobe Experience Manager: Scene7 Getting Started with Publishing System

Training Method:

Classroom

SKU:

38050756	Private Virtual
38050755	Public Virtual

Description:

This fast-paced, instructor-led online course focuses on the essential workflow and startup tasks for using the Scene7 Publishing System (SPS) for Image Serving and Zoom. Attendees will also learn how to preview images using static sizes and zoom, and how to generate image URLs.

Adobe Experience Manager: Scene7 Introduction to Template Basics

Training Method:

Classroom

SKU:

38050758	Private Virtual
38050757	Public Virtual

Description:

Scene7 Publishing System (SPS) Template Basics is one of the most powerful additions to the Scene7 toolkit, allowing customers to manipulate unlimited layers of image and text entirely through the URL. This instructor-led online course focuses on a real-world workflow with the goal of creating a merchandising product image with configurable banners (such as New and Sale) and a variable text box. Participants should know the basics of Scene7 Publishing System or equivalent, and basic knowledge of Photoshop (recommended).

Adobe Experience Manager: Scene7 Media Portal Administration

SKU:

38050760	Private Virtual
38050759	Public Virtual

Description:

In this instructor-led webinar, attendees will learn not only how to administer the Media Portal, but also how the end users would be interacting with the system, with the goal of making the experience easy for end users. Participants should know the basics of Scene7 Publishing System or equivalent.

Adobe Experience Manager: Scene7 Sets and Viewer Presets

SKU:

38050762	Private Virtual
38050761	Public Virtual

Description:

This instructor-led webinar focuses on the creation of image collections in Scene7 Publishing System (SPS), and configuration of the viewers that display them.

Adobe Experience Manager: Scene7 eCatalog Workflow

SKU:

38050764	Private Virtual
38050763	Public Virtual

Description:

In this instructor-led webinar, attendees will learn the entire workflow for uploading, authoring and publishing eCatalogs for use with the Scene7 Publishing System (SPS). Participants should know the basics of Scene7 Publishing System or equivalent, and have basic knowledge of desktop publishing workflow (recommended).

Adobe Experience Manager: Scene7 Publishing System Core Concepts

SKU:

38050852	Private Onsite
38050851	Public Regional
38050751	Private Virtual
38050750	Public Virtual

Description:

This fast-paced, two-day workshop gives new users not only the skills required to effectively employ core SPS dynamic imaging functionality, but also the ability to repurpose assets across products such as Zoom, Sets, eCatalogs and Templates. It is recommended that students be familiar with basic imaging concepts, such as RGB vs. CMYK color space, how to sharpen, crop and resize images, and have an understanding of image resolution. It is assumed the students have a basic knowledge of web-based workflows.

Courses:

ADOBE CAMPAIGN

Course Title

Adobe Campaign: Administration

Target Audience:

Administrators and developers

Training Method:

Classroom

Duration:

1 day

SKU:

38050544	Private Onsite
38050547	Public Regional
38050545	Public Virtual
38050546	Private Virtual

Course Prerequisites and Description

Prerequisites:

Adobe Campaign: End User OR Design and Orchestrate Marketing Campaign using Adobe Campaign v6 AND one month Adobe Campaign experience

Description:

This one day course is designed for developers who want to configure and administrators who want to manage Adobe Campaign in support of marketing users. Before taking this training, students must complete the Intro to Cross-Channel Marketing Optimization course or have three months experience using Adobe Campaign.

Adobe Campaign v6 Bootcamp

Target Audience:

Digital marketers and field marketing specialists, Adobe Campaign project managers, IT support staff, and marketing service providers

Training Method:

Classroom

Duration:

5 days

SKU:

38052469	Private OnSite
38052470	Public Regional

Prerequisites:

Good knowledge of digital marketing issues and/or good knowledge of database concepts, knowing XML, Javascript and SQL is a plus.

Description:

Campaign v6 Bootcamp is an intensive, 5-day, hands-on course that teaches participants how to use and configure Adobe Campaign. At the end of the bootcamp participants will be able to : create, customize, launch and analyze marketing campaigns, tailor and extend the initial Adobe Campaign configuration, handle complex targeting, build and modify workflows, increase the performance of automatic processes, extend the user interface, perform integrations with Intranet, Extranet and Internet sites and build data collection strategies using surveys.

Adobe Campaign: Interaction

Target Audience:

Digital marketers and field marketing specialists, IT support staff

Training Method:

Classroom

Duration:

1 day

SKU:

38052627	Public Regional
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Prerequisites:

Adobe Campaign: End User OR Design and Orchestrate Marketing Campaign using Adobe Campaign v6

Description:

Adobe Campaign Interaction features a high-performance marketing offer recommendation engine servicing inbound and outbound channels. In real-time, on inbound channels (Web, call center, point of sale) and within outgoing messages (email, SMS, direct mail), Adobe Campaign Interaction suggests one or more marketing offers based on individual profiles, past responses, and present behavior. Adobe Campaign Interaction lets you bring inbound channels into your marketing mix and lift relevance of outbound messages. The application lets marketers leverage every opportunity of contact to inflect individual behavior in support of long-term customer value-creation strategies. Before taking this training, students must complete the Adobe Campaign: End User course.

Adobe Campaign: Production

Target Audience:

IT support staff and administrators

Training Method:

Classroom

Duration:

1 day

SKU:

38050723	Private Onsite
38050724	Public Regional

Prerequisites:

- o Adobe Campaign: End User OR Design and Orchestrate Marketing Campaign using Adobe Campaign v6
- o Solid understanding of system/network architecture and application monitoring.

Description:

This course aims to provide IT support staff and administrators the tools to support and monitor Adobe Campaign in a production environment. This course covers all the required points to properly maintain a Adobe Campaign production platform. Before attending this course, students should have a sound working knowledge of systems and network architecture, knowledge of application monitoring methods in enterprise production environments, and administrators in charge of maintaining Adobe Campaign in working order.

Adobe Campaign: Reporting

Target Audience:

Developers and Analysts

Training Method:

Classroom

Duration:

1 day

SKU:

38051921	Public Regional
38051922	Public OnSite
38052223	Public Virtual
38052225	Private Virtual

Prerequisites:

- o Nice to have but not required Develop Forms and Extend Data Models using Adobe Campaign v6
- o Nice to have but not required Manage Data and Workflows in Adobe Campaign v6 OR Adobe Campaign: Data Management and Workflows

Description:

This one day course is designed for developers who want to design, build, update and distribute custom reports they implement with Report Builder. Audiences are expected to be familiar with relational database concepts. Data modeling knowledge is good to have, but not required.

Design and Orchestrate Marketing Campaigns using Adobe Campaign v6



(Formerly known as "Introduction to Cross-Channel Marketing Optimization and End User")

Target Audience:

Marketing Managers, Campaign Managers, Marketing Agencies/Marketing Service Providers, and End Users/Business Users. Secondary audience: Developers

Training Method:

Classroom
Virtual

Duration:

3 days

SKU:

38052731	Public Regional
38052732	Private Onsite
38052733	Public Virtual
38052734	Private Virtual

Prerequisites:

Participants must be familiar with:

- o Digital Marketing
- o Relational database concepts (Good to know)
- o Basic data modeling concepts (Good to know)

Note: This course is a prerequisite for the rest of the Adobe Campaign v6 courses.

Description:

Design and Orchestrate Marketing Campaigns using Adobe Campaign v6 is a 3-day, instructor-led training that helps operational users in marketing departments to create and drive multi-channel, multi-target, and personalized campaigns.

This course introduces you to the Adobe Campaign UI, helps you implement marketing plans, compose email content, configure and execute email and SMS campaigns, segment and target recipients, design recurring and multi-channel campaigns, and review campaign reports.

Design and Orchestrate Marketing Campaigns using Adobe Campaign Standards

Target Audience:

Digital Marketers, Business Users, Marketing Users, Campaign Managers, Marketing Managers, Directors, Marketing Agencies/Marketing Service Providers, and Campaign Designers

Training Method:

Classroom
Virtual

Duration:

2 days

SKU:

38054102	Public Regional
38054103	Private Onsite
38054104	Public Virtual
38054105	Private Virtual

Prerequisites:

- o Digital Marketing and Relational Database Concepts
- o Adobe ID access for Integrated solution access

Description:

Design and Orchestrate Marketing Campaigns using Adobe Campaign Standard is a 2-day ILT/VILT. Adobe Campaign Standard with its tablet-friendly UI allows marketers to create and manage their email campaigns across devices.

This training provides detailed instructions on creating successful email marketing campaigns with email, SMS and direct mail deliveries, and subscriptions. Through hands-on exercises, you will create personalized campaigns, perform A/B testing, create push notifications, manage subscriptions and marketing activities, import audience profiles, and identify user roles and permissions. After completing this course, you will be able to create personalized and dynamic multi-channel campaigns using the integrated features from other Adobe solutions such as Adobe Experience Manager, Adobe Audience Manager, and Dreamweaver.

Develop Forms and Extend Data Models using Adobe Campaign v6

(Formerly known as "Schema and Forms management" or "Configuration")

Target Audience:

Developers, Business Practitioners

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38052755	Public Regional
38052756	Private Onsite
38052757	Public Virtual
38052758	Private Virtual

Prerequisites:

- o Adobe Campaign: End User OR Design and Orchestrate Marketing Campaign using Adobe Campaign v6
- o Basic knowledge of digital marketing and relational databases
- o Solid understanding of XML and other markup/programming languages

Description:

This is a 1-day instructor-led training, designed for developers who will be creating structured documents by customizing schemas and forms, and extending factory data models and user interfaces to meet specific business needs.

Extend and Customize Adobe Campaign Standard

Target Audience:

Developers who want to develop advanced Adobe Campaign skills

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38053244	Public Regional
38053245	Private Onsite
38053246	Public Virtual
38053247	Private Virtual

Prerequisites:

- o Participants should have completed the "Design and Orchestrate Marketing Campaigns using Adobe Campaign Standard" course
- o Solid understanding of relational databases is required
- o Basic understanding of XML is helpful

Description:

Extend and Customize Adobe Campaign Standard (ACS) is a 1-day course that teaches ACS administrators and developers to develop advanced environment configurations. Through hands-on exercises, you will practice the skills needed to extend the data model; create custom resources; configure screens; import profile data; generate unique data; and use filters that meet specific business needs. Finally, you will learn how to package your ACS environment to export and import into other environments.

Extend and Customize Adobe Campaign v6

(Formerly known as "Application Developer" or "Application Programming" or "Production")

Target Audience:

Developers and IT Support Staff

Training Method:

Classroom
Virtual

Duration:

3 days

SKU:

38052747	Public Regional
38052748	Private Onsite
38052749	Public Virtual
38052750	Private Virtual

Prerequisites:

- o Develop Forms and Extend Data Models using Adobe Campaign v6
- o Basic knowledge of digital marketing and relational databases
- o Solid understand of XML and JavaScript

Description:

This course will cover Campaign operator administration and security, typology rules, external data import, packages, advanced schema and form configuration, APIs and integration, deployment along with hands-on exercises for participants to perform these activities.

Getting Started with Adobe Campaign v6

(Formerly known as "Adobe Campaign Discovery User Training")

Target Audience:

Digital campaign managers, Marketing analysts, Business practitioners, Marketing agencies, Marketing managers, Marketing service providers

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38052683	Private Onsite
38052684	Private Virtual
38052890	Public Regional
38052891	Private Virtual

Prerequisites:

None

Description:

Getting Started with Adobe Campaign v6 is a one-day course, instructor-led in a classroom or virtual, where you will learn the basics of Campaign's product functionality so you may design your requirements before the start of the implementation. This course will cover basic campaign design, segmenting, deliveries, executing a campaign along with hands-on exercises for participants to perform these activities. This course is suitable for digital campaign managers, marketing analysts, business practitioners, marketing agencies, marketing managers, marketing service providers, and all marketing users.

Manage Data and Workflows in Adobe Campaign v6

(Formerly known as "Data Management and Workflows" or "Data management")

Target Audience:

Developers, Administrators

Training Method:

Classroom
Virtual

Duration:

2 days

SKU:

38052739	Public Regional
38052740	Private Onsite
38052741	Public Virtual
38052742	Private Virtual

Prerequisites:

- o Adobe Campaign: End User OR Design and Orchestrate Marketing Campaign using Adobe Campaign v6
- o Basic knowledge of digital marketing and relational databases
- o Solid understand of XML and JavaScript

Description:

Manage Data and Workflows is a 2-day, instructor-led course in a classroom or virtual environment, where you will learn how to help marketing teams increase the performance of automatic processes and use sales performance to respond to their buyer's behaviors effectively. This course also covers how to prepare data for targeting, personalization, reporting, and troubleshooting and uses hands-on exercises that mirror real use. Participants will learn building processes that include segmentation, approval, technical workflows with scripts, routing, file handling, and data cleanup.

Courses:

ADOBE AUDIENCE MANAGER

Course Title	Course Prerequisites and Description
Adobe Audience Manager Implementation Target Audience: Power users, developers, architects, and implementation managers Training Method: Classroom Duration: 2 days SKU: 38053336 Public Regional 38053337 Private Onsite	Prerequisites: o Participants should have attended the "Organize and Build Audience Profiles using Adobe Audience Manager" course or have equivalent knowledge of analytics and JavaScript. Description: Adobe Audience Manager Implementation is a 2-day, instructor-led course where you will learn how to successfully implement Adobe Audience Manager. You will also learn about the implementation workflow as well as techniques to manage the end-to-end deployment of Adobe Audience Manager. In-class presentations and hands-on exercises will help you configure and execute each phase in the implementation workflow: code implementation, segment strategy, segment activation, and reporting.

Enhance Audience Segmentation Using Adobe Analytics Cloud

Target Audience:

Business Practitioners and Media Agency Analysts

Training Method:

Classroom

Virtual

Duration:

1 day

SKU:

38054222	Public Regional
38054223	Private Onsite
38054224	Public Virtual
38054225	Private Virtual

Prerequisites:

- o Fundamental and working knowledge of Adobe Audience Manager and Adobe Analytics

Description:

Enhance Audience Segmentation Using Adobe Analytics Cloud is a 1-day, Instructor-led course (in-classroom and virtually), where you will learn how you can leverage Adobe Analytics data within Adobe Audience Manager to better understand audience attribution and gain powerful audience insights. The integration allows you to analyze and create rich, meaningful audience segments for targeting and personalizing the user experience. Using business case scenarios, you will learn how to enhance segmentation and audience insights through integration.

Organize and Build Audience Profiles using Adobe Audience Manager

(Formerly known as "Getting Started with Adobe Audience Manager")

Target Audience:

Marketing professionals including Marketing Analysts, Optimization Analysts, Power users, and all business users

Training Method:

Classroom

Virtual

Duration:

1 day

SKU:

38052923	Public Regional
38052924	Private Onsite
38052925	Public Virtual
38052926	Private Virtual

Description:

Adobe Audience Manager (AAM) training provides you with a basic understanding of the functionality of a Data Management Platform (DMP). It describes how Audience Manager (as a DMP) gathers user data from all the available data sources, creates user profiles, audience segments, uses algorithmic modeling to target new users and profile merge rules are used to enable cross device targeting. Audience Manager creates reports to measure and optimize the effectiveness of the audience segments. It also introduces Audience Marketplace as a feature within Audience Manager to buy and sell data. This one day VILT training consists of virtual session, demo, hands on, use case and quizzes.

Courses:

ADOBE MEDIA OPTIMIZER

Course Title

Course Prerequisites and Description

Adobe Media Optimizer: Advanced Campaign Management

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

30 mins

Description:

Adobe Media Optimizer: Advanced Management Campaign (ACM) is a 30-minute course, delivered virtually, where you will learn the functions and features of ACM. This course describes how an advertiser can make quick automated changes to their search engine structure based on their current inventory using ACM. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts.

Adobe Media Optimizer: Bid Rules

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

30 mins

Description:

Adobe Media Optimizer: Bid Rules is a 30-minute course, delivered virtually, where you will learn to set up rules. Bid Rules, also known as the Adobe Media Optimizer standard offering, gives you the ability to define rules to control the bids that are set on your keyword set. This course is suitable for frequent users of Adobe Media Optimizer and subject-matter experts.

Adobe Media Optimizer: Constraints

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

60 mins

Description:

Adobe Media Optimizer: Constraints is a 30-minute course, delivered virtually, where you will learn the basics of constraints and the process of creating them. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts. Note: Constraints should not be confused with Bid Rules. Your Adobe Account Manager can help you determine which courses you should attend.

Adobe Media Optimizer: Display

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

30 mins

Description:

Adobe Media Optimizer: Constraints is a 60-minute course, delivered virtually, where you will explore the Display Dashboard and the creation of Portfolios and Campaigns. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts.

Adobe Media Optimizer: Facebook

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

30 mins

Description:

Adobe Media Optimizer: Bid Rules is a 30-minute course, delivered virtually. This course will include a walkthrough of the Social Dashboard, Facebook ad creation, and the basics of optimization. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts.

Adobe Media Optimizer: Performance Monitoring

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

45 mins

Description:

Adobe Media Optimizer: Performance Monitoring is a 45-minute course, delivered virtually, where you will learn to analyze how your search marketing campaigns are performing. This course also includes best practices around analysis of short-term and long-term trend. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts. Basic knowledge of search marketing concepts is recommended.

Adobe Media Optimizer: Search I, Basics & Dashboards

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

60 mins

Description:

Adobe Media Optimizer: Search I, Basics & Dashboards is a 60-minute course, delivered virtually, where you will learn the Search tools & features in Adobe Media Optimizer. This course covers the Adobe Digital Marketing technology that helps advertisers reach their Search advertising goals. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts. Note: This course is the first of three sessions covering Search tools & features. Basic knowledge of search advertising is recommended.

Adobe Media Optimizer: Search II, Portfolio & Simulations

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

60 mins

Description:

Adobe Media Optimizer: Search II, Portfolio & Simulations is a 60-minute course, delivered virtually where you will learn the Search tools & features in Adobe Media Optimizer. This course covers the portfolio creation and management along with a simulations overview. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts. Note: This course is the second of three sessions covering Search tools & features. Basic knowledge of search advertising. Recommend attending Adobe Media Optimizer: Search I, Basics & Dashboard course.

Adobe Media Optimizer: Search III, Reporting & Bulksheets

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

60 mins

Description:

Adobe Media Optimizer: Search III, Reporting & Bulksheets is a 60-minute course, delivered virtually, where you will learn the Search tools & features in Adobe Media Optimizer. This course covers the reporting in the dashboard along with how to make changes using bulksheets. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts. Note: This course is the third of three sessions covering Search tools & features. Basic knowledge of search advertising. Recommend attending Adobe Media Optimizer: Search I, Basics & Dashboard and Adobe Media Optimizer: Search II, Portfolio & Simulations courses.

Adobe Media Optimizer: Search Tracking

Target Audience:

Frequent users of Adobe Media Optimizer and other subject-matter experts

Training Method:

Virtual

Duration:

30 mins

Description:

Adobe Media Optimizer: Performance Management is a 30-minute course, delivered virtually. This course covers the basics of how Search is tracked in Adobe Media Optimizer. This course is suitable for frequent users of Adobe Media Optimizer and other subject-matter experts.

Courses: ADOBE SOCIAL

Course Title

Adobe Social: Administration

Target Audience:

Administrators

Training Method:

Virtual

Duration:

1 hour

SKU:

38052651 Public Virtual

Course Prerequisites and Description

Prerequisites:

- o Adobe Social: Overview
- o General understanding of social media publishing, moderation, and measurements.
- o Complete Adobe Social implementation of your company account

Description:

This one-hour virtual training introduces participants to the administrative features within Adobe Social. As the administrator, participants will learn how to add and manage users, setup and assign permissions and ownership, and modify preferences for their Adobe Social Account.

Adobe Social: Overview

Target Audience:

Marketers, Community Managers, Multichannel Analysts, and anyone who analyzes social media metrics or who wants to optimize social marketing initiatives

Training Method:

Virtual

Duration:

2 hours

SKU:

38050794 Private Onsite
38051773 Public Virtual

Prerequisites:

- o General understanding of social media publishing, moderation, and measurements.
- o Complete Adobe Social implementation of your company account

Description:

This two-hour course will show students how to use Adobe Social to publish posts to Facebook, Google+, and Twitter, and moderate Facebook and Twitter posts. Additionally, students will learn how to create Facebook page apps and how to monitor and capture social media mentions about their company. Participants should have a general understanding of social media publishing, moderation, and measurements, and have completed an Adobe Social implementation of your company account.

Adobe Social: Publishing and Moderation

Target Audience:

Marketers, Community Managers, Social Media Moderators, and anyone responsible for publishing or responding to social media posts

Training Method:

Virtual

Duration:

2 hours

SKU:

38049651	Private Virtual
38049650	Public Virtual

Prerequisites:

- o General understanding of social media publishing, moderation, and measurements.
- o Complete Adobe Social implementation of your company account

Description:

This two-hour course will show students how to use Adobe Social to publish posts to Facebook, Google+, and Twitter. Students will also learn how to moderate Facebook and Twitter posts. This training also covers Adobe Social publishing, moderation, and campaign reports. Participants should have a general understanding of social media publishing, moderation, and measurements, and have completed an Adobe Social implementation of your company account.

Report and Optimize Using Adobe Social and Adobe Analytics

(Formerly known as "Social: Reporting")

Target Audience:

Social Marketing Managers

Training Method:

Virtual

Duration:

2 hours

SKU:

38052906	Public Virtual
38052907	Private Virtual

Prerequisites:

- o Adobe Social: Administration course or a solid understanding of your Adobe Analytics configuration.
- o General understanding of social media publishing, moderation, and measurements.
- o Complete Adobe Social implementation of your company account.

Description:

This 2-hour course is designed for users who want to better understand the social media data available in both Adobe Social and Adobe Analytics, which will improve analysis and optimization of their social marketing performance.

Courses:

ADOBE TARGET

Course Title

Adobe Target: Site Search and Merchandising

Target Audience:

Content editors and Managers, Marketing professionals, Merchandising Specialists, and Product Managers

Training Method:

Virtual

Duration:

2 days

SKU:

38050853	Public Regional
38050854	Private Onsite
38050752	Public Virtual
38050753	Private Virtual

Course Prerequisites and Description

Description:

Adobe Target: Site Search and Merchandising is a two-day course, instructor-led in a classroom setting, where you will learn how to use Adobe Search & Promote to respond most effectively to visitor queries on your site. This course will cover how to retain site visitors and improve conversion rates by optimizing search relevancy, along with hands-on exercises. Participants will also learn best practices related to simplifying search optimization. This course is suitable for content editors and managers, marketing professionals, merchandising specialists, and product managers.

Adobe Target: Automated Personalization

Target Audience:

This course is suitable for frequent users of Target Premium.

Training Method:

Virtual

Duration:

3 hours

SKU:

38051925	Public Virtual
38051926	Private Virtual

Prerequisites:

This course assumes that users have a fundamental working knowledge of the Target Premium (or Target Standard) interface, including how to plan, build and execute A/B activities, as well as how to correctly read and interpret A/B test results.

Description:

Adobe Target: Automated Personalization is a one-day course, instructor-led in a classroom setting, where you will learn how to use automated personalization to ensure that optimization efforts are increasing conversion and revenue. Through hands-on exercises, participants will learn how to dynamically personalize content and offers to individuals using image and text offers, reporting groups, content exclusions, and control groups. This course assumes that users already have a fundamental working knowledge of Target Premium, including how to plan, build, and execute A/B activities. This course is suitable for frequent users of Target Premium. Those interested in this course may have roles that involve Optimization, Digital Strategy, or eCommerce, including Optimization Managers, Campaign Managers, Marketing Analysts, Content Managers, and Web Analysts.

Adobe Target: Premium Recommendations

Target Audience:

End users of Adobe Recommendations, including marketers, analysts, and any other subject matter experts who will be implementing recommendations.

Training Method:

Virtual

Duration:

1 day

SKU:

38052405	Public Regional
38052406	Private Onsite
38052407	Public Virtual
38052408	Private Virtual

Prerequisites:

This course assumes that users have a fundamental working knowledge of the Target Premium (or Target Standard) interface, including how to plan, build and execute A/B activities, as well as how to correctly read and interpret A/B test results.

Description:

Adobe Target: Premium Recommendations is a one-day, instructor-led course. Through detailed, hands-on instruction, this course teaches new users the fundamental operations of Adobe Recommendations in Target Premium so that you can suggest the most popular and compelling products, articles, downloads, and other content to web site visitors. This course lays the groundwork so that students walk away with a working knowledge of how to plan, build and execute recommendations, how to correctly read and interpret test results, and how to continue to refine their recommendation strategies in order to improve as an optimization organization.

Optimize Digital Experiences Using Adobe Target



eLearning as Create and Optimize Adobe Target Activities

Target Audience:

This course is intended for frequent users of Target Standard or Target Premium, including both strategists as well as subject matter experts (SMEs).

Training Method:

Classroom

Virtual

Duration:

2 days

SKU:

38052827	Public Regional
38052828	Private Onsite
38052829	Public Regional
38052830	Private Virtual

Description:

Optimize Digital Experiences Using Adobe Target is a 2-day, instructor-led course, available in-classroom and virtually, where you learn the core concepts and capabilities of Adobe Target to successfully run optimization activities on your site. In this course, you learn how to create A/B, multivariate, and experience targeting tests using the Visual Experience Composer. As part of that process, you also learn how to use content and offers, create and use audiences for targeting and reporting purposes, and interpret report results. This course also covers auto-allocate tests, activity conflict resolution, expected behavior, troubleshooting, project governance and the campaign lifecycle, and strategies for improving your group's maturity as an optimization organization.

 Course available as elearning

Adobe Target: Using Adobe Analytics and Shared Audiences in Adobe Target

(Formerly known as "Target: 360-degree Personalization")

Target Audience:

This course is intended for frequent users of Target Standard or Target Premium, including both strategists as well as subject matter experts (SMEs). Those interested in this course may have roles that involve optimization, digital strategy, or eCommerce, including Optimization Managers, Campaign Managers, Marketing Analysts, Content Managers, and Web Analysts..

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38053346	Public Regional
38053347	Private Onsite
38053348	Public Regional
38053349	Private Virtual

Prerequisites:

This course assumes users have a fundamental working knowledge of Adobe Target and Adobe Analytics, including how to plan, build and execute optimization activities. This course also assumes a general understanding of A/B testing and site optimization.

Description:

Using Adobe Analytics and Shared Audiences with Adobe Target (formerly known as 360-degree Personalization) is a 1-day, instructor-led course that provides hands-on instruction for users interested in leveraging Adobe Analytics as the Reporting Source for Target (A4T) and the Adobe People core service in order to inform their optimization activities using a more complete understanding of their visitors. Students will learn how to use Adobe Analytics reporting to analyze Target activities and the Adobe People core service (including Audiences and Customer Attributes) to achieve a complete, 360-degree understanding of their customers, regardless of channel, to drive more relevant experiences for better engagement and improved ROI. This course is suitable for all roles using Adobe Target Standard or Adobe Target Premium.

MULTI-SOLUTION

Course Title

Deliver Exceptional Experiences Using Adobe Digital Marketing Solutions

Target Audience:

This course is designed for anyone involved in the solution aspect of digital transformation.

Training Method:

Classroom
Virtual

Duration:

2 days

SKU:

38054093	Public Regional
38054094	Private Onsite
38054095	Public Regional
38054096	Private Virtual

Course Prerequisite and Description

Prerequisites:

There are no prerequisites for this course.

Description:

Understand the intelligence and marketing insights you need to deliver personal and relevant experiences across multiple channels with Deliver Exceptional Experiences Using Adobe Digital Marketing Solutions. This is a 4-day, essential overview course, with the option to learn in-person or virtually. Acquire knowledge across four important Adobe digital marketing solutions: Adobe Experience Manager, Adobe Target, Adobe Campaign, and Adobe Analytics.

Through a combination of conceptual content and hands-on exercises, you will learn how each solution helps you deliver engaging experiences to customers. This course is suitable for varied roles across the digital marketing field and will help prepare you for success along your learning path, whether technical or business in nature. Please note that solutions are explored individually, not in terms of integrations.

OTHER COURSES

Course Title

Adobe Connect: Using Adobe Acrobat Connect Professional

Training Method:

Instructor-Led

Course Prerequisite and Description

Description:

In this instructor-led training, students will learn how to create and host an Adobe Acrobat Connect Pro meeting, and will cover topics including scheduling meetings; displaying content in meetings; using audio and video during meetings; customizing the meeting room; interacting with participants; recording, editing, and downloading meetings, using breakout rooms, using the Outlook Add-In, administrating an Acrobat Connect Pro account; and creating and managing Adobe Connect Events. In addition to teaching methodology, the course focuses strongly on best practices for hosting meetings and managing associated content. The course also includes optional content for recording a demonstration and interactive simulation using the Adobe Captivate application.

Adobe Connect: Using Adobe Presenter

Description:

Topics covered: recording and editing slide narration; publishing locally, to PDF, and to the Adobe Acrobat Connect Pro Server; adding quizzes, animations, links, files, Flash content, and importing and recording audio and video to a presentation; managing and customizing presentations.

Adobe Analytics: Dynamic Tag Management

Target Audience:

Technical leads, Developers, IT staff, and Administrators

Training Method:

Classroom
Virtual

Duration:

1 day

Description:

Adobe Analytics: Dynamic Tag Management is a one-day course, delivered virtually and in classroom, where you will learn how to create Data Elements and Rules in order to fire tags throughout your site. This course teaches how to debug DTM to verify that your tags are working as intended, and how to use Dynamic Tag Management in order to manage tags for your Adobe Marketing Cloud and third-party tools along with hands-on exercises. This training is useful for technical leads, developers, IT, and administrators. Students should complete the Reports & Analytics Implementation course or have equivalent experience.

AIR 2 and Flex 4: Building Beyond the Browser

Target Audience:

Developers

Description:

This course is designed to equip experienced Adobe Flex developers with the skills needed to begin developing robust desktop applications using Adobe AIR. Students should have completed the Flex 4: Developing Rich Internet Applications course, or have significant hands-on Adobe Flex experience.

Adobe Flash Catalyst: Designing Interactive Applications

Description:

In Adobe Flash Catalyst: Designing Interactive Applications, you will learn how to build interactive applications using Flash Catalyst that can be published to the web or desktop as fully functional applications. Students should have working knowledge of either Photoshop and/or Illustrator.

Flex 4 and LiveCycle Data Services 3: Data Driven Development

Description:

This is a comprehensive introduction to LiveCycle Data Services 3 with the Adobe Flex 4 framework. Topics include: Messaging, remoting, and web services; Performance profiling and unit testing; Client-side data manipulation; Model-driven development using the Fiber Framework and Flash Builder 4. Students should have completed Flex 4: Developing Rich Internet Applications course, or have significant hands-on Adobe Flex experience. Students should have programming and XML experience.

Flex 4: Developing Rich Internet Applications

Description:

Introduction to developing Rich Internet Applications (RIAs) for the Adobe Flash Platform using the Adobe Flex 4 framework. Topics: Custom components and layout control; Handling and extending events; Validating and formatting data; Navigation, animation, and visual state control plus much more

Courses:

ADOBE CREATIVE CLOUD

Course Title

Enhance Your Workflow with Adobe Creative Cloud Services



Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

1 day

SKU:

38053528	Public Regional
38053529	Private Onsite
38053530	Public Virtual
38053531	Private Virtual

Course Prerequisites and Description

Prerequisites:

Elementary proficiency in Adobe Creative Cloud applications such as Photoshop and Illustrator.

Description:

Enhance Your Workflow with Adobe Creative Cloud Services is a 1-day, instructor-led classroom or virtual course, where you will learn about the benefits and value of working in the Creative Cloud. In addition, you will learn how to use Creative Cloud services and gain awareness of how these services can reinforce Adobe products to be more effective, efficient, and powerful.

This course includes an introduction to the Creative Cloud and services such as Libraries, Adobe Stock, Typekit, Mobile Apps, and Behance. Along with hands-on exercises, you will see first-hand how these services add value and power to your Creative Cloud endeavors. You will learn a powerful Creative Cloud workflow that will change the way you create, and remove friction from your process, giving you more time and freedom to be creative.

Adobe Photoshop CC: Essentials

Prerequisites:

Strong working knowledge of Mac or Windows.

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

Description:

Learn the industry standard tool for creating rich imagery for a variety of applications including video, print and the web in this comprehensive two-day Photoshop training.

Through hands-on practice, you will create, edit and apply special effects to images and text that can be prepared for various uses such as print and marketing materials, presentations, websites, eLearning and digital apps. This course introduces you to the newest techniques and tools used in Adobe Photoshop CC 2017.

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

 Course available as elearning

Adobe Photoshop CC: Intermediate

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Photoshop Essentials or equivalent knowledge.

Description:

Take your skills to the next level and learn more about additional toolsets and techniques in this two-day Photoshop training session. You will explore more advanced features, improve your workflow, and work with advanced image handling tools and features available in Adobe Photoshop. You will learn how to avoid pitfalls and which best practices to follow so that you are creating rich imagery using Adobe Photoshop.

Adobe Photoshop CC: Advanced

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Photoshop Intermediate or equivalent knowledge.

Description:

Learn the most advanced techniques in Adobe Photoshop such as how to design and create modern layouts, interfaces and controls for web, mobile, video, and UI design. In addition to learning key features and techniques, you'll cover important workflow processes and design concepts. Learn to efficiently create professional designs that are easier for developers to code.

Adobe Illustrator CC: Essentials

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows.

Description:

The Essentials course is aimed at giving you all the skills you need to design eye catching graphics for print or the web. In this course, you will learn to quickly manipulate and create Acrobat PDF documents, create mocks and dashboards for prototyping, create logos, brochures, create infographics or even a creative fashion design.

This course introduces you to the newest techniques and tools used in Adobe Illustrator 2017.

Adobe Illustrator CC: Intermediate

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Illustrator Essentials or equivalent knowledge.

Description:

Build on essential skills by learning about advanced vector drawing concepts and techniques, enabling you to create more complex illustrations. Create 3D objects with artwork mapped to them. Learn to create symbol movie clips and import them into Flash to animate layer objects. Incorporate your Photoshop skills with Smart Objects. Perfect your use of the Appearance panel and create advanced clipping masks for amazing effects. Utilize the amazing gradients that can be created with the mesh tool.

You will also learn how to create a variety of output files for the web, print and video.

Adobe Illustrator CC: Advanced

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Illustrator Intermediate or equivalent knowledge.

Description:

Explore advanced techniques used by professionals to create infographics, trace artwork, apply dynamic effects, work with 3D, perspective grids and other great Adobe Illustrator features. Learn which tools are best suited to a UI design workflow and how to customize Illustrator in a way that fits your style and flow.

This course highlights the latest Illustrator CC 2017 updates, which is packed with powerful new features, from the latest Brush tool enhancements to new ways to package your artwork, as well as new distribution channels.

Adobe InDesign CC: Essentials

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows.

Description:

Learn the industry standard layout program that allows you to create a diverse range of print and digital materials with the only limitations being your knowledge¹. Through hands-on exercises you will learn to navigate the application and use the tools to create layouts from single pages to complex multi-page documents.

This course introduces you to the newest techniques and tools used in Adobe InDesign CC 2017.

Adobe InDesign CC: Intermediate

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

InDesign Essentials or equivalent knowledge.

Description:

Take your InDesign skills to the next level. Building on your essential skills, you will create more complex documents and work with a variety of palettes and tools to further understand the capabilities of this high-end design application. You will discover the pitfalls and best practices to follow so that you are creating rich layouts with the latest design standards and properly previewing these files with separations and transparency previews to create high and low resolution PDF files.

Adobe InDesign CC: Advanced

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

InDesign Intermediate or equivalent knowledge.

Description:

Learn the most advanced techniques in Adobe InDesign such as how to integrate Photoshop and Illustrator artwork into your InDesign documents, creating interactive PDFs with table of contents. With the latest versions, InDesign CC 2017, you can more efficiently design and edit page layouts for print and screen, faster and easier than ever.

Adobe Premiere Pro CC: Essentials

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

3 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows.

Description:

Premiere Pro Essentials is designed to allow those new to video editing learn to assemble video, audio, images, and titles into a cohesive sequence that tells a story. This course teaches you how to best utilize Premiere Pro for your video editing projects from content for websites, product demonstrations to corporate videos and other promotional or educational purposes.

This course introduces you to the newest techniques and tools used in Adobe Premiere Pro CC 2017.

Adobe Premiere Pro CC: Advanced

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Premiere Pro Essentials or equivalent knowledge.

Description:

Explore advanced techniques used by professionals to create videos. This course covers many time-saving workflows and tools including Dynamic Link with After Effects, Audition and Media Encoder. Learn to work efficiently in HD by optimizing your workstation and workflow. Expand on your editing skills with more advanced edits and tools such as slip and slide edits. This course also covers audio correction and sweetening within Premiere Pro and Adobe Audition.

Your instructor will cover the pitfalls, and the best practices will be followed so that you are editing, producing, and exporting your video properly.

This course highlights the latest Premiere Pro CC updates.

Adobe After Effects CC: Essentials

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

3 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows.

Description:

After Effects Essentials is designed to allow those new to video animation techniques or who are self-taught, to get the most from this immensely powerful software. Learn to create rich compositions with video, Photoshop, Illustrator and other files. Create advanced text effects, video blending, keying effects and track mattes.

Learn basic through advanced animation techniques that make After Effects an unrivaled motion graphics toolset.

This course introduces you to the newest techniques and tools used in Adobe After Effects CC 2017.

Adobe After Effects CC: Intermediate

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

After Effects Essentials or equivalent knowledge.

Description:

Take your After Effects skills to the next level by building on your essential skills to enhance your motion editing and compositing. You will learn how to create more complex documents and work with a variety of palettes and tools to further understand the capabilities of this high-end design application.

You will discover the pitfalls and best practices to follow so that you are creating professional-grade motion graphics and video effects that will be properly viewed by your audiences.

Adobe After Effects CC: Advanced

Target Audience:

This course is intended for creative practitioners.

Training Method:

Classroom
Virtual

Duration:

3 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

After Effects Intermediate or equivalent knowledge.

Description:

Explore advanced techniques used by professionals to create motion graphics and video effects for real world applications. Learn about advanced 3D kinetic typography and infographic techniques, expressions, audio and linking vision to audio, and much more. Industry standard tips and tricks for color correction and special effects are some of the key learnings in this course.

This course highlights the latest After Effects CC 2017 updates

Adobe Acrobat DC: Essentials

Target Audience:

Creative practitioners

Training Method:

Classroom
Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows

Description:

Produce engaging PDF documents using text, graphics, animations, video, and sound in this Adobe Acrobat training. Create interactive forms, collaborate on projects, develop interactive presentations and more. Create elements such as buttons and form fields for producing interactive documents. Turn scanned documents into forms, sign them and send them out without ever using a piece of paper. Learn how to implement advanced PDF security features like digital signatures and password protected documents. This training is more than an essential Adobe Acrobat class; it's all you need to work effectively with all the productivity features that Acrobat has to offer.

Adobe Captivate: Essentials

Target Audience:

Creative practitioners

Training Method:

Classroom

Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows

Description:

This Adobe Captivate Essentials course provides students with the knowledge and hands-on practice they need to develop and build software demonstrations and interactive simulations with Captivate. In addition to learning key concepts, students also learn best practices for creating and publishing Captivate projects.

Learn to create complete presentations using objects such as text captions, hotspots, interactive elements, voice narrations and audio.

You will also create simulations using Captivate's built-in screen capturing capabilities for building rich interactive user experiences.

Adobe Captivate: Intermediate

Target Audience:

Creative practitioners

Training Method:

Classroom

Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Adobe Captivate Essentials or equivalent knowledge

Description:

Go beyond screen capture and achieve superior results with engaging interactions, and improved workflow. Learn to use Photoshop and Adobe Animate to extend your learning content.

Learn to apply consistency across your entire project using object styles and master slides. Add video to your projects and synchronize it across the slides by altering timing and transitions. Cover advanced topics such as object styling, system and user-defined variables, master slides and tracking results through hosted solutions in this Adobe Captivate class.

Adobe Muse CC: Essentials

Target Audience:

Creative practitioners

Training Method:

Classroom

Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows and familiarity with the web and its terminology

Description:

Adobe Muse CC is for those new to web design who want to create dynamic websites without learning HTML and CSS.

Muse lets you jump in and begin creating fully responsive web projects using tools and features that will be immediately familiar to anyone who has used Adobe InDesign, Illustrator or Photoshop. Learn to use Master pages, incorporate images, set up navigation, and publish your website in this 2 day class.

Adobe Animate CC: Essentials

Target Audience:

Creative practitioners

Training Method:

Classroom

Virtual

Duration:

2 days*

SKU:

38053257	1 day
38053258	2 days
38053259	3 days
38053260	4 days
38053261	5 days

* Durations of courses may vary by region and due to tailoring to meet your business and competence objectives.

Prerequisites:

Strong working knowledge of Mac or Windows

Description:

Adobe Animate CC is the industry-leading authoring environment for cutting-edge interactive animations that can be published to multiple platforms and devices.

With an intuitive interface, that will be familiar to past Flash users, Animate offers tools for design, animation and coding, and integrates with Photoshop and Illustrator. Animate seamlessly produces the HTML5, CSS and JavaScript required for HTML5 banner ads and web elements. No previous coding experience is necessary.