CERTIFIED ASSOCIATE

Adobe Certified Associate in Digital Video Using Adobe Premiere Pro CC 2019

Exam Objectives

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

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

1. Working in the Video Industry

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

1.1 Identify the purpose, audience, and audience needs for preparing images.

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

   i. *Key Terms: client goals, target audience, demographics, accessibility, etc.*

1.2 Communicate with colleagues and clients about project plans.

1.2.a Demonstrate knowledge of techniques for communicating about design plans with peers and clients.

   i. *Key Terms: Pre-production: shot list, script writing, storyboarding, location scouting, etc.*

1.2.b Demonstrate knowledge of basic project management concepts.

   i. *Key Terms: Production: setup, filming, and wrap; Post-production: importing, editing, color correction, scoring, distributing, etc.*

1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

1.3.a Identify legal and ethical considerations for using third-party content.

   i. *Key Concepts: copyright, permissions, licensing, etc.*

   ii. *Key Terms: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, etc.*

1.3.b Identify when and how to obtain permission to use images of people and locations.

   i. *Key Terms: model release, location release, etc.*

   ii. *Key Concepts: permission to use a photo is separate from permission to use a person's face or a restricted location, etc*

1.4 Demonstrate an understanding of key terminology related to digital audio and video.

1.4.a Demonstrate knowledge of digital video terminology.

   i. *Key Terms: frame rate, aspect ratio, safe zone, image and video resolution, file formats, video codecs, pixels, rendering, audio sampling rates, etc.*

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1.4.b Demonstrate knowledge of how color is managed in digital video.

   i. Key Terms: white balance, color grading, etc.

1.4.c Understand and use key terms related to video and audio production.

   i. Key Terms: Audio: clipping, levels, microphones (shotgun, handheld, wireless, etc.), natural/ambient sound, room tone, Foley sound, etc. Video: aperture, shutter speed, ISO, lens types (zoom, prime/fixed, telephoto, etc.), tripod, dolly, etc.

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

1.5.a Communicate visually using standard film/video techniques.

   i. Key Concepts: rule of thirds; following the action; leading in and out of shots to give editors time to cut; matching shots; zooms and pans; wide vs. tight shots; establishing shots vs. closing shots; shooting B-roll footage; a coverage model that uses a master wide shot as a base image; head room; cut-off points; L cuts; room tones, etc.

1.5.b Identify general design principles and guidelines for editing video.

   i. Key Concepts: sequencing shots, cuts, transitions, appropriate video for specific uses, good typography and legibility of titles, fade, cuts, dissolves, wipes, chroma key, compositing, audio levels, background music, narration, sound effects, still images used in video (file formats and image specifications), titles, lower thirds, roll, crawl, etc.

1.5.c Define common photographic and cinematic composition terms and principles.

   i. Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, cropping, depth of field, field of view, white balance, etc.

1.5.d Define types of shots and give examples of when and why to use them.

   i. Types of shots include: close-up (CU), extreme close-up (ECU), medium close-up (MCU), medium shot (MS), wide shot (WS), long shot (LS), extreme long shot (ELS), background (BG or bg), foreground (FG or fg), over-the-shoulder (OTS), point of view (POV), cutaway, etc.

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about ingesting digital assets for a project.

2.1 Set appropriate project settings for video.

2.1.a Set appropriate project settings for video.

   i. Key Concepts: project location on drive(s), sequence settings, scratch disk, etc.

2.1.b Create a sequence that matches the project requirements.

   i.   Key Concepts: frame rate, resolution, etc.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the Premiere Pro interface.

   i.   Key Concepts: menus, panels, toolbars, sequences, Program and Source Monitors, Button Editor, navigating, zooming, etc.

2.2.b Organize and customize the workspace.

   i. Key Concepts: using/switching default workspaces; showing, hiding, nesting, and docking panels; using live workspaces and the Workspace Switcher, shortcuts, and menus; customizing, saving, and resetting workspaces; etc.

2.2.c Configure application preferences.

   i. Key Settings: Auto-save, General (bin settings, default scale to frame size and transition duration), etc.

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

2.3.a Navigate a project.

   i. Key Concepts: panning, zooming, playing, pausing, keyboard shortcuts (jkl, spacebar, backslash, tilde), etc.

2.3.b   Use timeline markers.

  i. Key Concepts: time indicators, markers, keyframes, audio/video rubber bands, etc.

2.3.c   Use guides.

  i. Key Concepts: title safe areas, action safe areas, etc.

2.4 Import assets into a project.

2.4.a   Import media from various sources

  i. Key Concepts: file, camera, importing layers in .psd or .ai files, dynamic linking, all files are linked, dragging and dropping, creating a proxy on import, etc.

2.4.b   Manage assets in a Premiere Pro project.

  i. Key Concepts: relinking files, updating file locations for missing/moved/updated media, organizing projects in bins, thumbnails vs list view, metadata, renaming a sequence, removing unused assets, Project Manager, etc.

3. Organizing Video Projects

This objective covers video project structure including layers, tracks, and assets for efficient workflow.

3.1   3.1   Use the Timeline panel to manage video and audio tracks.

3.1.a   Use the Timeline panel to manage tracks.

  i. Key Concepts: clips vs tracks, adding/deleting tracks, locking/unlocking tracks, renaming tracks and sequences, targeting a track, expanding a track in the timeline, etc.

3.1.b   Manage sequences in a complex project.

  i. Key Concepts: nesting sequences, using sequences to control effects over multiple clips, linking/unlinking audio and video clips, syncing audio with video clips, etc.

3.2 Modify basic track visibility and audio levels.

3.2.a   Adjust a track's visibility and audio levels.

  i. Key Concepts: hiding/showing tracks, muting tracks, setting solo tracks, etc.

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application, as well as tools that affect the sequences within the project.

4.1 Use core tools and features to edit audio and video.

4.1.a   Create a video rough-cut using a variety of tools and panels.

  i. Key Tools: timeline, Source Monitor, Program Monitor, assembly cuts, rough cuts, cuts-only edit, creating In and Out points for a rough cut, Razor tool; inserting, overwriting, lifting, and extracting clips; creating a multi-cam source sequence; etc.

4.1.b   Place images and video into a sequence.

  i. Key Concepts: frame duration, automating to sequence, etc.

4.2 Add and animate titles and modify title properties.

4.2.a   Create superimposed text and shapes in a video sequence.

  i. Key Concepts: point text, paragraph text, path text, applying the Show Video Behind Title function, etc.

4.2.b   Use appropriate character settings in a title.

  i. Key Settings: font, size, style, kerning, tracking, leading, horizontal and vertical scale, etc.

4.2.c   Use appropriate paragraph settings in a title.

  i. Key Settings: alignment, line length, readability, hierarchy, using color to enhance legibility, etc.

4.2.d   Animate title elements.

  i. Key Concepts: animating text to start and stop off-screen by using keyframes, adjusting roll/crawl speed, etc.

4.3 Trim footage for use in sequences.

4.3.a Resize clips using a variety of tools.

i. Key Terms: adjusting scale, aspect ratio, or frame size; letterboxing; adjusting for mixed aspect ratios; using vertically shot video from phones; etc.

4.3.b Modify and refine clip trims using various methods.

i. Key Concepts: adjusting In and Out points to existing footage, J-cut, L-cut, multi-camera editing, etc.

ii. Key Tools: Rolling Edit tool, Ripple Edit tool, Slip tool, Slide tool, etc.

4.4 Transform digital media within a project.

4.4.a Modify clip settings.

i. Key Concepts: labeling, renaming, setting poster frame, create a proxy of an existing clip, etc.

4.4.b Change the speed or direction of a video clip.

i. Key Concepts: varying the speed throughout a video clip, including by creating a freeze frame; changing the speed or direction; Rate Stretch tool; time remapping; etc.

4.4.c Adjust the audio of a video clip.

i. Key Concepts: audio gain, channel remapping, normalize, etc.

4.5 Use basic editing techniques and effect presets to manipulate digital audio and video.

4.5.a Use basic auto-correction methods and tools.

i. Key Tools: color grading, white balance, auto tone, audio normalization, etc.

ii. NOTE: Curves, HSL, secondary color are out of scope

4.5.b Use audio and video effects presets.

i. Key Tools: quick cuts or fades, cutting to B-roll to hide a cut, video transitions, etc.

4.5.c Apply and adjust effects presets on multiple clips in separate tracks by using adjustment layers.

i. Key Tools: adjusting the length of the adjustment layer, applying the effect preset to the adjustment layer, etc.

4.6 Use Effect Controls to modify video in a sequence.

4.6.a Modify video effect settings.

i. Key Concepts: adding and adjusting video effect properties and keyframes in the Effect Controls panel, etc.

4.6.b Apply and adjust video motion effects.

i. Key Concepts: adjusting clip settings over time by using keyframes to control scale, position, visual effects, opacity rubber band on timeline, etc.

4.6.c Composite video tracks.

i. Key Concepts: keying (luma/chroma), opacity, masking, mattes, alpha channel, picture-in-picture, using nesting to apply effects to multiple tracks, interpolation, etc.

4.7 Manage audio in a video sequence.

4.7.a Add audio to a sequence.

i. Key Concepts: synchronizing, linking, replacing, merging clips, mono vs. stereo tracks, voice-over recording, etc.

4.7.b Adjust audio on the timeline or using the Effect Controls panel.

i. Key Concepts: adding audio transitions and effects; adding, removing, and adjusting keyframes (including rubber band), etc.

5. Publishing Digital Media

This objective covers publishing and exporting video and audio sequences in multiple formats for various publishing platforms.

5.1 Prepare video and audio sequences for publishing to web, screen, and other digital devices.

    5.1.a Check a project for errors and project specifications

        i. Key Concepts: gaps in timeline, audio levels, exposure levels, spelling, resolution, title safe area, project size, etc..

5.2 Export and archive video and audio sequences.

    5.2.a Export a clip, range of frames, or an entire sequence.

        i. Key Concepts: file formats/video codecs, file names, export locations, exporting only audio or video, etc.

    5.2.b Export a single frame.

        i. Key Concepts: file format, file name, export location, etc.

    5.2.c Export using the Adobe Media Encoder.

        i. Key Concepts: batch processing, more than one target screen size or playback device, multiple formats, etc.

    5.2.d Archive a project.

        i. Key Tool: Project Manager

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Associate program.

Visual Design Using Adobe Photoshop CC 2019

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

Individuals who have earned an Adobe Certified Associate certification have demonstrated mastery of the following skills.

1. Working in the Design Industry

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

1.1 Identify the purpose, audience, and audience needs for preparing images.

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

 i. *Key Terms: client goals, target audience, demographics, accessibility, etc.*

1.2 Communicate with colleagues and clients about design plans.

1.2.a Demonstrate knowledge of techniques for communicating about design plans with peers and clients.

 i. *Key Terms: sketches, specifications, wireframes, prototypes, iterations, change orders, drafts, feedback loop, project scope, scope creep, etc.*

1.2.b Demonstrate knowledge of basic project management concepts.

1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

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

 i. *Key Terms: Creative Commons, public domain, intellectual property, derivative work, commercial use, attribution, work for hire, fair use, fair dealing, etc.*

1.3.b Identify when and how to obtain permission to use images of people and locations.

 i. *Key Terms: model release, location release, etc.*

 ii. *Key Concepts: permission to use a photo is separate from permission to use a person's face or restricted location, etc.*

1.4 Demonstrate knowledge of key terminology related to digital images.

1.4.a Demonstrate knowledge of digital image terminology.

 i. *Key Terms: image resolution, image size, file types, pixel, raster, bitmap, vector, path, object, type, rasterizing, rendering, resampling, resizing, image size measured in pixels vs document size measured in inches/centimeters, etc.*

1.4.b Demonstrate knowledge of how color is created in digital images.

 i. *Key Terms: color mode, bit depth, gamut, CMYK vs. RGB vs. grayscale, etc.*

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

1.5.a Communicate visually using the elements and principles of design and common design techniques.

   i. *Key Terms: space, line, shape, form, color, texture, emphasis/focal point, unity/harmony, variety, balance, alignment, proximity, repetition, rhythm, scale, movement, negative space, gestalt, etc.*

1.5.b Identify and use common typographic adjustments to create contrast, hierarchy, and enhanced readability/legibility.

   i. *Key Terms: font, size, style, color, alignment, kerning, tracking, leading, horizontal and vertical scale, line length, etc.*

1.5.c Demonstrate knowledge of common photographic/cinematic composition terms and principles

   i. *Key Terms: aspect ratio, rule of thirds, foreground, background, color, tone, contrast, cropping, depth of field, field of view, white balance, etc.*

2. Project Setup and Interface

This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about ingesting digital assets for a project.

2.1 Create a document with the appropriate settings for web, print, and video.

2.1.a Set appropriate document settings for printed and onscreen images.

   i. *Key Concepts: width/height, orientation, artboards, resolution, color mode, bit depth, background, etc.*

2.1.b Create a new document preset to reuse for specific project needs.

2.2 Navigate, organize, and customize the application workspace.

2.2.a Identify and manipulate elements of the Photoshop interface.

   i. *Key Concepts: Options bar, menus, panels, toolbar, artboards, etc.*

2.2.b Organize and customize the workspace.

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

2.2.c Configure application preferences.

   i. *Key Concepts: Units & Rulers; Guides, Grids & Slices; Performance; Scratch Disks; Interface; etc.*

2.3 Use non-printing design tools in the interface to aid in design or workflow.

2.3.a Navigate a project.

   i. *Key Concepts: panning, zooming, rotating canvas, etc.*

2.3.b Use rulers.

   i. *Key Concepts: showing and hiding rulers, changing the measurement unit on rulers, etc.*

2.3.c Use guides and grids.

   i. *Key Concepts: adding/removing and locking/unlocking guides; setting color; showing/hiding guides and grids; using snap or align options; creating guide layouts; etc.*

2.4 Import assets into a project.

2.4.a Open or import images from various devices.

   i. *Key Concepts: file, camera, scanner, etc.*

2.4.b Place assets in a Photoshop document.

   i. *Key Concepts: embedded, linked, copy and pasted, etc.*

2.4.c Use the Adobe Camera Raw interface to process images.

   i. *Key Concepts: importing raw files, but only at a fundamental level.*

2.5 Manage colors, swatches, and gradients.

    2.5.a Set the active foreground and background color.

        i. Key Concepts: Color Picker, swatches, Eyedropper tool, hexadecimal value, etc.

    2.5.b Create and customize gradients.

        i. Key Concepts: Gradient panel, editing color and transparency stops, radial and elliptical gradients, etc.

    2.5.c Create and edit swatches.

2.6 Manage brushes, symbols, styles, and patterns.

    2.6.a Open and browse libraries of included brushes, symbols, graphic styles, and patterns.

    2.6.b Create and edit brushes, symbols, styles, and patterns.

3. Organizing Documents

This objective covers document structure such as layers, tracks, and managing document structure for efficient workflows.

3.1 Use layers to manage design elements.

    3.1.a Use the Layers panel to modify layers.

        i. Key Concepts: adding, deleting, hiding/showing, locking/unlocking, duplicating, and renaming layers, etc.

    3.1.b Manage layers in a complex project.

        i. Key Concepts: renaming layers, creating layer groups, deleting empty layers, keeping the Layers panel organized, etc.

    3.1.c Work with multiple layers.

        i. Key Concepts: selecting, grouping vs. linking, etc.

    3.1.d Flatten and merge layers.

        i. Key Concepts: tradeoffs with editability and file size, etc.

    3.1.e Recognize the different types of layers in the Layers panel.

        i. Key Concepts: background, regular, adjustment, type, fill, shape, vector, Smart Object, active/inactive (hidden), artboard layers, etc.

3.2 Modify layer visibility using opacity, blending modes, and masks.

    3.2.a Adjust a layer's opacity, blending mode, and fill opacity.

    3.2.b Create, apply, and manipulate masks.

        i. Key Concepts: layer masks, clipping masks, etc.

3.3 Understand the difference between destructive and nondestructive editing.

    3.3.a Nondestructive editing: Smart Objects, Smart Filters, and adjustment layers.

    3.3.b Destructive editing: painting, adjustments, erasing, and rasterizing.

4. Creating and Modifying Visual Elements

This objective covers core tools and functionality of the application, as well as tools that affect the visual appearance of document elements.

4.1 Use core tools and features to create visual elements.

    4.1.a Create images using a variety of tools.

        i. Key Tools: drawing tools, painting tools, Pencil tool, Brush tool, vector shapes, etc.

    4.1.b Modify and edit vector images using a variety of vector tools.

        i. Key Tools: shape tools, vector selection tools, etc.

4.2   Add and manipulate text using appropriate typographic settings.

    4.2.a   Use type tools to add typography to a design.

        i. Key Tools: Type tool, Vertical Type tool, etc.

    4.2.b   Adjust character settings in a design.

        i. Key Concepts: using font, size, style, alignment, and color to enhance legibility, readability, hierarchy, etc.

    4.2.c   Adjust paragraph settings in a design.

        i. Key Settings: kerning, tracking, leading, horizontal and vertical scale, line length, etc.

    4.2.d   Convert text to graphics.

        i. Key Concepts: rasterizing type, etc.

4.3   Make, manage, and manipulate selections.

    4.3.a   Make selections using a variety of tools.

        i. Key Tools: Quick Selection, Lasso tool, Magic Wand, marquee selection tools, etc.

    4.3.b   Modify and refine selections using various methods.

        i. Key Concepts: keyboard modifiers, feather, expand, contract, inverse, selecting and masking, adding to and subtracting from selection, deselecting, etc.

    4.3.c   Save and load selections.

4.4   Transform digital graphics and media.

    4.4.a   Modify the canvas or artboards.

        i. Key Tools: resizing, cropping, expanding, resampling, etc.

        ii. Key Concepts: understanding the difference between resize and resample, etc.

    4.4.b   Rotate, flip, and modify individual layers, objects, selections, groups, or graphical elements.

        i. Key Concepts: transforming, warping, distorting, skewing, etc.

4.5   Use basic reconstructing and retouching techniques to manipulate digital graphics and media.

    4.5.a   Apply basic auto-correction methods and tools.

    4.5.b   Use various tools to repair and reconstruct images.

        i. Key Tools: healing tools, clone tools, Content-Aware tools, liquify, etc.

    4.5.c   Evaluate or adjust the appearance of objects, selections, or layers using various tools.

        i. Key Concepts: adjustments, adjustment layers, histogram, opacity, Eyedropper tool, etc.

    4.5.d   Apply photographic changes to images using tools and adjustments.

        i. Key Tools: Burn tool, Dodge tool, Smudge tool, Blur tool, Sharpen tool, Desaturate options, photo filters, etc.

4.6   Modify the appearance of design elements by using filters and styles.

    4.6.a   Use filters to modify images destructively or non-destructively.

        i. Key Concepts: Smart Filters vs filters, etc.

    4.6.b   Apply, modify, copy, and remove layer styles.

    4.6.c   Create, manage, and save custom layer styles.

5.   Publishing Digital Media

This objective covers saving and exporting documents or assets within individual layers or selections.

5.1   Prepare images for export to web, print, and video.

5.1.a Check document for errors and project specifications.

    i. Key Concepts: setting color space, resolution, pixel dimensions, metadata, etc.

5.2 Export or save digital images to various file formats.

5.2.a Save in the native file format for Photoshop (.psd).

    i. Key Concepts: compatibility, saving as a copy, etc.

5.2.b Save in appropriate image formats for print or screen.

    i. Key Concepts: file format, bit depth, color space, resolution, pixel dimensions, etc.

5.2.c Export project elements.

    i. Key Concepts: exporting layers, exporting selections, exporting to files, exporting to libraries. etc.

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Associate program.

Exam Objectives for ESB V.2

Objective Domains

1. Entrepreneurial and Small Business Concepts

1.1 Identify the foundational concepts of entrepreneurship and small business ownership

- 1.1.1 Define entrepreneurship and small business
- 1.1.2 Classify types of businesses
- 1.1.3 Identify various legal structures of a business
- 1.1.4 Identify roles and responsibilities within a business
- 1.1.5 Define business compensation structures
- 1.1.6 Define business life cycle stages
- 1.1.7 Identify elements of the design thinking process

1.2 Identify knowledge and skills of a successful entrepreneur

- 1.2.1 Identify characteristics of an entrepreneurial mindset
- 1.2.2 Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur

1.3 Recognize potential business opportunities

- 1.3.1 Identify characteristics of a business opportunity
- 1.3.2 Determine the viability of a business opportunity

1.4 Identify the elements of a business plan

- 1.4.1 Identify the purposes and value of a business plan, pitch deck, and lean canvas
- 1.4.2 Define the key components of a business plan and pitch deck

1.5 Identify intellectual property concepts

- 1.5.1 Differentiate between trademarks, trade secrets, copyrights, and patents
- 1.5.2 Identify the value, risks, and guidelines associated with using licensed materials

2. Marketing and Sales

2.1 Interpret market research

- 2.1.1 Define target market, value proposition, and pricing
- 2.1.2 Distinguish between primary and secondary data
- 2.1.3 Evaluate competition
- 2.1.4 Complete a SWOT analysis

2.2 Analyze aspects of marketing processes

- 2.2.1 Identify marketing platforms
- 2.2.2 Apply marketing methods
- 2.2.3 Analyze market reactions and sales data
- 2.2.4 Analyze customer acquisition costs and retention costs
- 2.2.5 Identify elements of a marketing plan

2.3   **Identify sales channel strategies**

2.3.1   Identify elements of a sales process

2.3.2   Identify key characteristics of digital and physical sales channels

2.3.3   Define various types of sales channels

2.3.4   Identify the role of customer service and support in sales strategies

3.   Production and Distribution

3.1   **Identify the value of a Minimum Viable Product**

3.1.1   Define elements of product/market fit hypothesis

3.1.2   Define performance/quality criteria

3.2   **Identify supply chain and production processes**

3.2.1   Identify the knowledge and materials needed to create a product or service

3.2.2   Identify production options for digital and physical products and services

3.2.3   Identify quality control testing processes for digital and physical products and services, including adherence to government regulatory and safety requirements

3.3   **Identify distribution channels**

3.3.1   Identify types and factors in the selection of distribution channels

3.3.2   Identify differences between direct distribution and fulfillment services

4.   Business Financials

4.1   **Analyze business financials**

4.1.1   Determine the selling price of a product or service

4.1.2   Interpret basic financial statements such as income sheets and balance sheets

4.1.3   Differentiate between fixed and variable costs

4.1.4   Analyze a company's cash flow

4.1.5   Calculate the ROI of a product or service

4.2   **Analyze funding options**

4.2.1   Determine operating budget and start-up costs

4.2.2   Identify various funding options

4.2.3   Identify requirements for obtaining funding

ESB
Entrepreneurship
and Small Business