

# CERTIFICATIONS GIVE DIGITAL MEDIA ENTHUSIASTS AN EDGE

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Adobe asked current and aspiring digital media professionals, including 504 Adobe Certified Associates (ACA) and 562 non-ACA holders, ages 18 to 29 in the United States, Mexico and South Korea about the essentials for launching a successful digital media career.

## THE DIGITAL MEDIA FIELD IS COMPETITIVE - AND DIGITAL MEDIA ENTHUSIASTS RECOGNIZE THE NEED TO STAND OUT

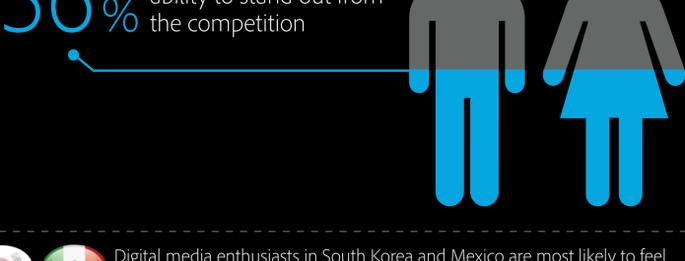
Current and aspiring digital media professionals believe the field is more competitive as compared to five years ago.



Top Reasons the Digital Field Has Become More Competitive

- #1 More people are now interested in this field (55%)
- #2 Increased accessibility of tutorials & online materials allow people to teach themselves required skills (52%)
- #3 More people are using online networking resources to stand out (44%)
- #4 Employers are looking for a wider variety of skills (43%)
- #5 Increase in visual and digital communication (43%)

In Mexico, digital media enthusiasts are even more likely (84% vs. 74% globally) to think the digital media industry is becoming more competitive.



Digital media enthusiasts in South Korea and Mexico are most likely to feel behind their competition (53% and 45% respectively), versus 35% globally.

### When asked what would make a digital media professional's resume stand out in lieu of experience:



## CERTIFICATIONS ARE A GREAT WAY TO DEMONSTRATE NECESSARY SKILLS

ACA and non-ACA holders agree that certifications can help candidates prove their digital media skills to prospective employers.

### Benefits of Completing Digital Media Certifications

Among ACA holders and those aware of digital media certifications



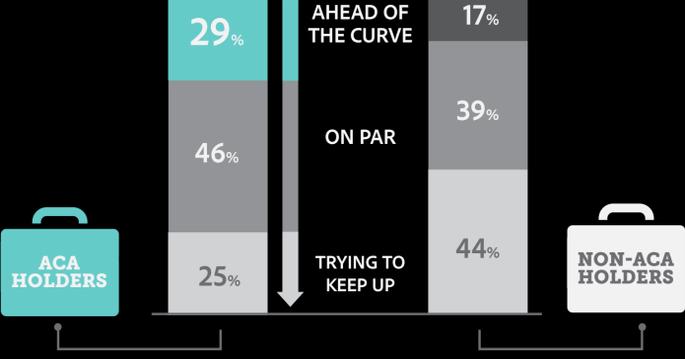
### Most agree that earning an industry certification can boost their chances of landing a job, especially a first job:

Importance to Getting First Digital Media Job



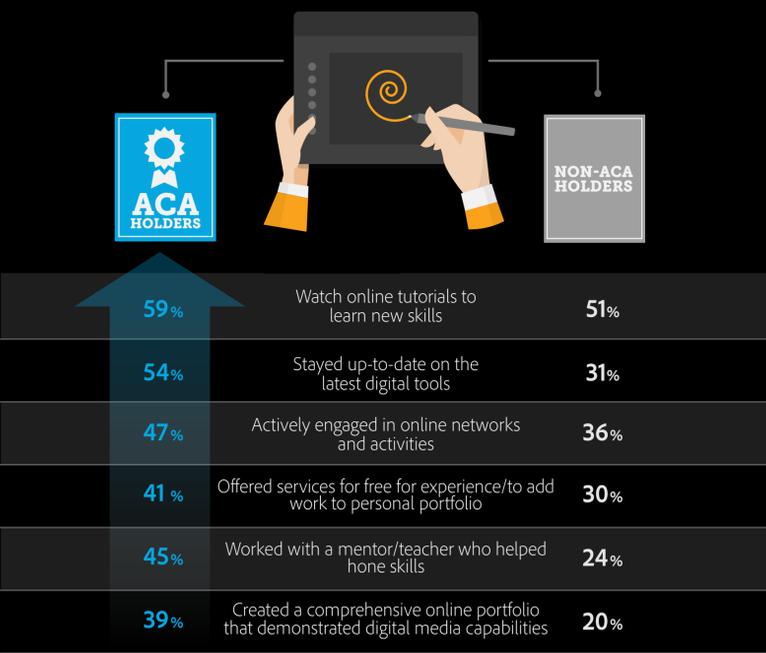
### ACA holders are nearly twice as likely as non-ACA holders to feel ahead of the curve:

Compared to Their Competition, Participants Are... Showing total by ACA status



### ACA holders are also more likely to have taken steps to set themselves apart, especially keeping up-to-date with digital tools

Top Actions Taken to Stand Out from Competition Showing total by ACA status



## CONFIDENCE IS CRITICAL – AND CERTIFICATIONS ARE THE KEY TO CONFIDENCE



Say **confidence** is one of the most important qualities to getting their first job in the digital media industry

### Becoming ACA certified in K-12 or college is seen as valuable to:

My confidence in my digital media skills:  
**73% ACA HOLDER**    **71% NON-ACA HOLDER**

My overall confidence:  
**69% ACA HOLDER**    **62% NON-ACA HOLDER**

My ambition/motivation to succeed:  
**71% ACA HOLDER**    **63% NON-ACA HOLDER**

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