

Studio Certification

Overview

What is Studio Certification?

Studio Certification is a program that demonstrates your proficiency in [DoubleClick Studio](#) by passing an online exam. There are currently three types of qualification:

- > **Core Studio Certification:** A qualification that demonstrates your knowledge and skills to **build** high quality rich media ads within DoubleClick Studio that function as intended when displayed by the DoubleClick ad server. This qualification is required in order to attain any of the other certifications.
- > **QA Certification:** A qualification that demonstrates your knowledge and skills to **determine the quality assurance** of a rich media ad built within DoubleClick Studio.
- > **Badges Certification:** A set of qualifications that demonstrate your knowledge and skills **in a specific field** in addition to Core Studio Certification.

NOTE: The program is available globally. The exams are available in English only.

What does it mean to be Certified?

Obtaining certified status indicates an achievement of having a core and/or advanced understanding of developing in Studio, provide quality assurance of Rich Media ads, or both.

Once qualified, you'll receive a notification verifying your achievement and depending on your qualification you'll be granted a set of benefits. Please see our [Benefits](#) section for more information.

Certification Guidelines

- > Certification is awarded to you as an individual based on your exam results. You must not share your access to Studio and/or any benefits derived from attaining certification status (such as access to beta solutions) with anyone.

- > Certification is only available at an individual level. The program does not certify companies.
- > Studio Certification does not imply certification in other DoubleClick or Google products. You must not use any kind of messaging that may convey this, such as “DoubleClick certified” or “Google certified”. Examples of good use: “DoubleClick Studio certified”, “Certified in DoubleClick Studio by Google”

NOTE: Google reserves the right to remove any individual's certification at any time. This may happen, for example, where Google has knowledge that an individual's work is inconsistent with the standards expected for Certification. Notice shall be given to any such individual using the contact email address supplied at the time certification was achieved.

What are the requirements to becoming Certified?

To become a certified individual, you'll need to meet the following requirements:

> For Core Studio Certification

1. Have an individual Gmail account you (and only you) use to access Studio.
2. Pass the [Fundamentals Exam](#)

NOTE: Please see our [Studio Certification - Getting Started](#) guide for more information.

> For QA Certification

1. Have an individual Gmail account you (and only you) use to access Studio.
2. Have already passed the [Fundamentals Exam](#)

NOTE: Exceptions to this requirement can be considered in special circumstances (e.g. you belong to a dedicated QA team in your company: you don't build ads, you QA ads built by another Studio Certified developer at your company). If you'd like to request an exception, please [contact us](#)

3. Pass the [Quality Assurance Exam](#)

NOTE: Please see our [QA Certification - Getting Started](#) guide for more information.

> For Badges Certification

1. Have an individual Gmail account you (and only you) use to access Studio.
2. Have already passed the [Fundamentals Exam](#)
3. Pass the [Exam](#) for each badge

NOTE: Access to Studio must not be shared with anyone else.

NOTE: Youtube Mastheads are always required to be submitted to QA for final review by a specialized team. This is to ensure that it meets YouTube requirements.

What are the exam specifics?

Our online exams are designed to test your proficiency in Studio.

The [Fundamentals Exam](#) covers the core concepts of building ads within DoubleClick Studio, while the [Quality Assurance Exam](#) is designed to test your understanding of QA processes as well as your ability to spot common issues detected in Rich Media ads before being set live. Upon completing the Fundamentals Exam, the individual Badges covers the concepts of building ads outside of the core DoubleClick Studio formats.

NOTE: As explained in the [requirements](#) section, you need to pass the Fundamentals Exam before moving onto the Quality Assurance Exam and/or Badge Exam.

Training materials and information on how to take the exams can be found in the following guides:

- > [Studio Certification - Getting Started](#)
- > [QA Certification - Getting Started](#)

It's worth noting that:

- > The exams are currently available in English only.
- > Taking the exam is free.
- > There is no time limit for taking the exam.
- > The exams are open book.

NOTE: We encourage you to visit our [Help Center](#) to get help in answering the exam questions.

Once you have taken the exam, we'll contact you to let you know your results.

How often do I need to pass the exam to stay certified?

We recommend re-taking the [Fundamentals Exam](#) every year to keep your product knowledge up-to-date. The certificate (and badges) show the year when the qualification was obtained, so we strongly recommend you keep your certification status up-to-date.

What are the benefits of Certification?

Benefits may change at any point in time as we continue rolling out improvements to the program. We'll communicate any changes with as much time in advance as possible. Currently, benefits include:

> **For Core Studio Certification**

1. Recognition as Studio certified user, such as receiving badge you can use for self-promotion as well as appearing in a public list of Studio certified users.
2. Invitation to DoubleClick Rich Media hosted events.
3. Access to beta product features, innovations and solutions.

4. Promotion as certified user via our DoubleClick Rich Media properties and associated sites.

- > You will appear in a list of certified users in our www.richmediagallery.com site.
- > We will announce your achievement via our Twitter [account](#)

> For QA Certification

1. Recognition as QA certified user, such as receiving a badge you can use for self-promotion as well as appearing in a public list of QA certified users.

2. Ability to QA approve and submit ads in Studio.

NOTE: Youtube Mastheads are always required to be submitted to QA for final review by a specialized team. This is to ensure that it meets YouTube requirements.

> For Badge Certification

1. Recognition as Badge certified user in the specific field, such as receiving a badge you can use for self-promotion as well as having your profile updated in our www.richmediagallery.com site.

NOTE: Certification benefits are awarded to you as an individual. You can take them with you wherever you go.

NOTE: If you post your certification badge online (e.g your own profile page) you must provide a link through to our public page of Studio certified users

Contact Us

If you have any questions about Studio Certification, please reach out to your DoubleClick Rich Media representative or send us an e-mail to:

- > North America (NAM): studioca-nam@google.com
- > Europe, Middle East, Africa (EMEA): studioca-emea@google.com
- > Latin America (LATAM): studioca-latam@google.com
- > Asia Pacific (APAC): studioca-apac@google.com