



Apple Exam Development Process

Development phases

To ensure the validity, reliability, and relevance of Apple Certification Exams, instructional designers create the exams in seven phases:

1. **Job task analysis definition:** Instructional designers translate tasks into a comprehensive set of specific and measurable skills. The resulting list of objectives forms the basis for developing the exam. The designers transform the objective domain into a blueprint survey, in which technical and job function experts rate the importance of each objective. This helps determine the appropriate amount and types of questions to include on the exam. Contributors are usually Apple Certified Trainers or Apple Certified Professional candidates recruited from within Apple or through online forums. Based on contributor input, the designers prioritize and weigh the objectives.
2. **Question development:** Instructional designers write the exam questions according to the prioritized objectives, then review and revise them according to this criteria:
 - Technically accurate
 - Clear, unambiguous, and relevant
 - Not biased toward any population, subgroup, or culture
 - Not misleading or tricky
 - Consists of useful knowledge rather than obscure or trivial facts
3. **Alpha review and question revision:** A panel of experts reviews each question for technical accuracy.
4. **Beta exam:** Apple conducts a beta test of the exam. During the beta exam, candidates comment on questions. The beta exam allows Apple to evaluate the quality of the questions in an actual exam situation, and helps ensure that only the best content is included in the live exam.
5. **Question selection and minimum passing score:** The designers analyze the results of the beta exam to determine which questions should be included in the live exam. This analysis focuses on many factors, including question difficulty and reliability. Apple works with a panel of experts to review the technical accuracy of questions and to determine the final set of questions for the live exam. The panel also determines the minimum passing score for the exam. This score may differ from one exam to another, because it is based on the difficulty of the questions and the expected performance of the minimally qualified candidate.
6. **Publishing:** Apple Certification Exams are published by Pearson VUE.
7. **Live exam:** Certification exams are delivered worldwide through OnVUE—a live, online proctoring solution.