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real scenarios, described throughout the book in the form of examples and case studies from the author's own design and consulting work, as well as interviews with other designers using InDesign on the job. Skill-based teaching and hands-on exercises Although the book has a comprehensive glossary, page one begins right away speaking to the core market—print professionals—in industry terms about industry challenges. This immediately lets experienced InDesign users know the book is about them. The approach is humorous, making the digestion and retention of complicated information easier for the reader through quips, anecdotes, and design- and print-geek humor. But at all times the book is true to its mission: Helping a professional do their job in InDesign without frustration, confusion, or aesthetic compromise. Learn the newest version of Adobe's premiere page design software—InDesign CC— with this complete package Written by a team of expert instructors, this complete book-and-DVD package teaches even the most inexperienced beginner how to design eye-popping layouts for brochures, magazines, e-books, and flyers. Step-by-step instructions in the full-color book are enhanced by video tutorials on the companion DVD. Thirteen self-paced lessons let you learn Adobe InDesign CC (Creative Cloud) at your own speed; it's like having your own personal tutor teaching you the hottest new version of this leading page layout software. • Includes 13 self-paced lessons that take you from InDesign basics through

intermediate-level skills, allowing you to learn at your own speed • Explores the new features and capabilities of InDesign CC, the leading Adobe page design software • Features members of the AGI Creative Team who walk you through the latest version of Adobe InDesign • Contains step-by-step instructions in the full-color book and video tutorials on the DVD, which work together to provide a clear understanding of the topic

InDesign CC Digital Classroom is the ideal book-and-DVD training package to get you up to speed on InDesign so you can create designs that dazzle. Note: DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase. With exquisite, full-colour photos throughout, this collection of tips, tricks, and techniques for digital video goes well beyond the basics. Adobe's Creative Suite brings together the Photoshop, Illustrator, Acrobat, InDesign and GoLive software and a new file management tool called Version Cue. Whether you're an experienced designer using InDesign at a fairly advanced level or a desktop publishing beginner new to InDesign-or making the transition from QuarkXPress-you'll find InDesign Production Cookbook chock-full of practical information, with quick solutions to real-world layout challenges. The book covers the very latest features in Adobe InDesign CS2 for Windows and Macintosh, including tips on using the program with Bridge within Adobe Creative Suite 2. Unlike

the traditional "bible" approach to learning new software, InDesign Production Cookbook's unique combination of concise explanations, expert tips, and practical recipes will bring new users up to speed quickly, while providing more seasoned professionals with the information they need to complete specific tasks on the run. The book covers: handling typography, including customization and special effects working with photographs and illustrations using InDesign's art tools to create illustrations formatting tables applying color and transparency effects building multi-page documents creating indexes and tables of contents making interactive multimedia eBooks InDesign style tagging There's even a chapter specifically for QuarkXPress users making the switch to Adobe InDesign, showing where you will find familiar tools and commands in the new program. Packed with step-by-step instructions, hundreds of full-color examples, and authoritative information and advice, InDesign Cookbook is the ultimate, no-nonsense production guide for every InDesign user. Covers the features of Photoshop Elements 3, explaining which ones work well, which ones don't, and why, by putting each feature into a clear, easy-to-understand context. Presents step-by-step lessons on the digital image editing software with two hours of video instruction on the companion DVD-ROM. A complete look at Adobe's new design software, Adobe In-Design 3.0. Includes multiple projects like creating advertisements, brochures,

and flyers to help build a student's portfolio. If you've wondered how the InDesign pros get twice the work done in half the time, here's why: They know every inside tip, every hidden keyboard shortcut, and every little trick that gives them the edge. They know the fastest, smartest, and most efficient way to do just about everything. In short, they know all the "tricks of the trade." But you can too. That's because you're holding a book that is nothing but tips. It's packed cover-to-cover, wall-to-wall with nothing but those cool little inside tips that can make you faster, better, and have more fun using Adobe InDesign CS. There's no detailed descriptions on working with hyphenation dictionaries, or long boring discussions on color workflow--it's just tips--short, sweet, and to the point. So why just tips? When we (you, me, etc.) look at books, if we see the word "Tip" we're all immediately drawn to it. That's because we know we're about to learn something really cool. Maybe it's an undocumented keyboard shortcut, a hidden inside secret, or just a faster, better way to do something we do every day. The only problem with the tips in these books is, there's never enough of 'em. That is, until now. We wanted to create a book that is nothing but these tips, hundreds of tips, but with added bonus that each tip would have a full color graphic along with it, showing you exactly how it's done. Most importantly, to get in this book they've got to be "Killer Tips" The kind of tip that makes you smile, nod, and



then call all your friends and "tune them up" with your new status as InDesign guru. This book is your ticket to working faster and smarter in Adobe InDesign CS than you ever thought you could, and best of all, you'll have a blast doing it. Presents step-by-step lessons on the digital image editing software with two hours of video instruction on the companion CD-ROM. The decision was an easy one: With a feature set that equals or exceeds its competitors and an increasingly tight integration with the other Adobe tools that are key to your workflow, InDesign cs was a no-brainer when it came time to update your page layout capabilities. Problem is, you've still got to learn the thing, and learn it well: Your job, after all, depends on it. No one understands that better than the authors of this book, who draw on their own real-world professional knowledge to deliver all the industrial-strength production techniques and timesaving tips you need to start laying out, proofing, and printing pages with InDesign cs in record time. You'll find everything you need here to successfully master InDesign's advanced page-layout tools; manage color; create, link, and unlink text frames; and run your own custom InDesign scripts. You'll also find complete coverage of all of InDesign cs' new features: an updated Story Editor, nested styles, separation previews, the Package for GoLive command, and more. This series is ideal for any course that includes desktop publishing and/or web design software applications as well as web

scripting languages. Courses can be found in Computer Information Systems, Computer Science, and Fine Arts Departments, as well as Continuing Education, and Journalism. The Essentials series by Prentice Hall is based on a learning-by-doing approach that encourages students to grasp application related concepts as they expand their skills through hands-on tutorials. Now a part of the Essentials series, Prentice Hall's Essentials Graphic Design titles offer a clean, easy-to-follow, full color layout with two different levels available. Instructor Resource CD-ROMs include assessments, PowerPoint presentation materials, and additional projects. In the real world, page layout projects don't come with directions, and the "recipe book" approach of most books does little to prepare designers for the demands of a highly competitive industry. Exploring InDesign® CS takes a different approach. With an emphasis on typography and critical thinking, the book transforms the novice into a professional typesetter — one who is grounded in industry-standard design principles. In addition to gaining professional proficiency with Adobe® InDesign CS, users learn to begin a project while visualizing the end design, to identify the project pitfalls and challenges, and to independently strategize the best production sequence. Chapters and projects are carefully ordered to move readers from the tools palette to multiple master pages, with each chapter building upon the skills presented in the previous

chapter. Supplemental projects require users to identify production steps and apply the necessary skills, reinforcing key concepts and teaching how to work independently in document construction. Similar to the industry, the emphasis throughout the book is on productivity, including preplanning and utilizing keyboard shortcuts.

Here's the designer's guide to creating excellent e-books with InDesign Creative professionals are designing more and more e-books and e-zines as digital publishing increasingly gains market share. This book pulls together a wide range of essential information to help them maximize the versatility of InDesign for e-publishing. If you need to know how to build, deploy, and manage digital publications using InDesign, here's your guide to the process, from understanding the platforms and devices and how best to design for them to creating media-rich content for multiple formats using a variety of technologies.

Designers are seeking to sharpen their skills to compete in today's e-publishing market, and this book is packed with necessary information about creating and adapting content for e-publication Explains how to plan a new digital publication, convert a print publication to digital, add multimedia and interactivity, and publish and distribute the finished product Covers platforms, devices, and formats; creating media-rich content; designing for different devices; and managing digital publications Examines Adobe's Digital Publishing System, CSS, HTML5, and other

commercial vehicles available for e-publishing on multiple platforms, including iPad, Kindle, NOOK, and other tablets and e-readers ePublishing with InDesign is a valuable tool for designers seeking to boost their skills and create cutting-edge e-publications. Adobe InDesign is the world's premier page-layout tool, and its user-friendly yet sophisticated typographic controls are a big reason why. This updated edition of Nigel French's *InDesign Type*, the first book to focus exclusively on the typographic features of InDesign, provides a comprehensive overview of the application's vast array of type capabilities, from the basics of character-level formatting to strategies for designing complex layouts using grids. With practical examples, loads of tips, and a wealth of illustrations, *InDesign Type* offers guiding principles for how to get the best-looking type in the most efficient way possible. *InDesign Type* is a rich resource for anyone who wants to master the fine points of typography and works with Adobe InDesign. This is the first examination of the sophisticated typographic capabilities of InDesign CS and CS2. It covers in detail new type-related features, such as Sequential Styles, Import Word Styles, and Anchored Objects. It gives clear, engaging explanations of the why and the how of good typography. Whether you're a graphics pros migrating from InDesign's long-entrenched competitor QuarkXPress or a hobbyists producing fancy invites and book-length projects,

you'll appreciate this guide's finely tuned focus on everything typographic. Realizing that to take full advantage of InDesign's typographic tools, you must understand the principles guiding their use, author Nigel French addresses both the whys and the hows of good typography. Using examples & tips, Nigel provides an overview of InDesign's type features, including the Paragraph Composer, optical kerning, and its support for OpenType fonts. Starting with character formats and then moving through paragraph formats, styles & effects, and layouts, you'll have gained the skills they need to produce beautiful type by the end of the volume. \* Completely updated to cover the latest version of InDesign, Adobe's professional, next-generation page-layout application, which is rapidly gaining significant market share \* Fully compatible with Mac OS X, InDesign integrates tightly with Adobe's Photoshop, Illustrator, and Acrobat, delivering intuitive features that reduce elaborate design tasks to a few quick steps and providing built-in support for publishing pages in print or electronically, including seamless PDF export \* Cross-platform coverage treats both Mac and Windows versions This is the second in a series of highly-visual, four-color titles that combine step-by-step lessons with two hours of video instruction. The first book, "Adobe Photoshop CS One-on-One," broke new ground with its innovative format. This book follows in its footsteps, showing readers how to master InDesign, the

popular page layout/publishing program that's quickly becoming the market leader. Do you want to rearm Venus de Milo, shave Uncle Harry's beard, or turn gray skies to blue? Have at it with Photoshop Elements 3 For Dummies, your guide to enhancing the effect, fixing the flaws, or adding artistic effects to your photos. You'll discover how to: Import and organize your photos Create, rearrange, blend and manipulate layers to create a composite image Save photos using the correct file format— TIFF (Tagged Image File Format, PDF (Portable Document Format), or BMP (for PC users) Save for the Web with JPEG and GIF Take advantage of the terrific Help Great Help system, including a How To palette with step-by-step tutorials for image editing and features Create a slide show, a picture package, or a Web photogallery Photoshop Elements 3 For Dummies was written by Dele McClelland, award-winning author of more than 75 titles, including Photoshop for Dummies and Photoshop CS Bible, and Galen Fott, writer and reviewer for Macworld and PC Magazine. It includes 16 pages of full-color examples that demonstrate capabilities and show you "before" and "after" photos. You'll get step-by-step specifics on techniques that can transform your photos, including: Selecting the area you want to work with using the lasso, marquee, or magic wand tools or the selection brush Using the healing brush to remove imperfections such as blemishes and the new red eye removal tool to remove that demonic glow Adjusting color with a

variety of tools and techniques Applying filters such as Blur, Gaussian Blur, Colored Pencil, Diffuse Glow, Glass, Glowing Edges and many more Color correcting quickly with fast color-corrections Using the layer styles in the Styles and Effects palette to let your imagination go wild with painting, drawing, applying drop shadows and bevels, adding text, and more Using the brush, pencil, eraser, shape and cookie cutter tools Working with the type tools, including formatting options, warping type into unusual shapes, and creating outline type Making the most of the effects, including frame, image effects, text effects, and textures Using Photomerge to create panoramic pictures

Photoshop Elements 3 For Dummies doesn't just give you instructions—it gives you ideas. You'll be inspired to capitalize on the capabilities and explore different techniques to enhance and share your photos. "Master the fundamentals of Adobe InDesign with One-on-One, Deke McClelland's unique and effective learning system. Adobe InDesign CS4 One-on-One includes step-by-step tutorials, more than four hours of DVD-video demonstrations, and hands-on projects to help you improve your knowledge and hone your skills. Once you read about a particular technique, you can see how it's done first-hand in the video. The combination is uniquely effective. Whether you're new to InDesign or a creative professional interested in the groundbreaking features of CS4, Deke's conversational style and carefully

structured lessons guide you easily through the program's fundamental and advanced concepts and techniques. More than 900 full-color photos, diagrams, and screen shots illustrate every key step."--Resource description page. Delivers the goods on the latest Adobe product for graphics users of all levels. Teaches not just which InDesign command does what but also why it works and when to use it. Includes short, real-world projects that teach just enough information that you'll be able to learn it and absorb it. Plus, provides details for those converting their layouts from Quark or PageMaker2, and includes a color insert with examples of good layout choices, InDesign's Swatches palette, and more. Over the last few years, Adobe InDesign has made significant inroads against QuarkXPress, with adoptions by major media companies such as Meredith Corporation and Hearst Magazines; it is now the only desktop publishing program taught at many art schools Shows graphic designers how to get up to speed quickly on the latest InDesign release, make the most of program tools, create great page designs, add sparkle, and output to a variety of media The authors, both Quark experts who've converted to InDesign, offer special tips and insights to Quark users who are making (or thinking of making) the switch to InDesign In the real world, page layout projects don't come with directions and the "recipe book" approach of most software books does little to prepare designers for the demands of a highly competitive industry.



Exploring InDesign. CS2 takes a different approach. With an emphasis on typography and critical thinking, the book transforms the novice into a professional typesetter—one who is grounded in industry-standard design principles. In addition to gaining professional proficiency while using the new features of Adobe InDesign CS2, users learn to begin a project while visualizing the end design, to identify the project pitfalls and challenges, and to independently strategize the best production sequence. Chapters and projects are carefully ordered to move readers from basic operations to creating complex documents using multiple master pages and paragraph and character styles, with each chapter building upon the skills presented in the previous chapter. As in industry, the emphasis throughout is on productivity, including preplanning and utilizing keyboard shortcuts. Comprehensive reference and tutorial on Adobe InDesign CS5 If you want to thoroughly master InDesign from the basics through advanced topics, Mastering InDesign CS5 for Print Design and Production is the book you need. Written by the former InDesign technical lead for Adobe, this book helps you achieve professional results through efficient production workflows and advanced techniques. You'll learn how to collaborate within workgroups; work efficiently with text, objects, and variable text; perfect your printed output; get the most out of InDesign's transparency and effects tools, and

much more. Above all, you'll see how to handle prepress to get the results you want. Shows you how to use Adobe InDesign CS5 to achieve professional results

Written by the former InDesign technical lead for Adobe, who, in addition to his technical expertise, offers his own valuable advice and lessons learned from 20 years in the graphic design business

Offers comprehensive coverage of topics, step-by-step instruction, and numerous examples and case studies

Whether you're just starting with InDesign or a professional using it every day, this comprehensive guide will take your skills to a new level. Master the fundamentals of Adobe InDesign and create professional-looking publications, including posters, flyers, brochures, and magazines, as well as interactive PDFs and ebooks.

With Deke McClelland's unique and effective learning system, you get step-by-step tutorials, hours of DVD-video demonstrations, and lots of hands-on projects to help you improve your knowledge and hone your skills. Use InDesign's tools to design the print and electronic publications you've always wanted to create

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simulates a classroom environment with one-on-one attention as you proceed from lesson to lesson. It's as if you have your own personal coach -- you'll learn to use InDesign faster, more creatively, and more efficiently than you thought possible. Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to their myriad concerns--from how best to manage the program's sometimes unwieldy interface to how to produce quality PDF files. Page-layout guru David Blatner and veteran trainer Anne-Marie "HerGeekness" Concepcion have scoured the online forums, interviewed Adobe engineers, and gathered together answers to over 200 of the most-commonly asked questions. Written in a sassy, fun-to-read style, this book tackles every major InDesign problem with a lay-it-on-the-line solution. "Adobe InDesign CS/CS2 Breakthroughs" is for anyone who has been using InDesign long enough to realize that the solution to their problems isn't always as obvious as one would expect. You've mastered page design and can easily work your Quark magic. Now you are ready to take the plunge and switch to Adobe InDesign CS2 and you need to learn and start successfully using the award-winning software, immediately! Real World Adobe InDesign CS2 has all the industrial-strength techniques and time-saving tips you need to start laying out, proofing, and printing pages with InDesign CS2, without missing a beat or a deadline! You'll find everything you need here to

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the basics on how to use each of the programs, you'll find out just how easy it is to start designing brilliant images and graphics. This guide gives you the tools you need to: Draw with InDesign Understand page layout and color Create colorful images with Illustrator C2 Use the pen tool, type, and image placing Choose the correct Photoshop mode for your creation Create images on PhotoShop CS2 for print Paint and retouch images Create and secure PDF files with Acrobat 7.0 Edit and extract text and graphics Build and publish a Web site with GoLive CS2 Work with multimedia Packed with easy-to-follow steps and guidance, you'll be up to speed with all the features in no time. With these six great reference guides rolled into one, this is the ultimate book for becoming a CS2 pro! From Adobe InDesign CS2 to InDesign CS5, the ability to work with XML content has been built into every version of InDesign. Some of the useful applications are importing database content into InDesign to create catalog pages, exporting XML that will be useful for subsequent publishing processes, and building chunks of content that can be reused in multiple publications. In this Short Cut, we'll play with the contents of a college course catalog and see how we can use XML for course descriptions, tables, and other content. Underlying principles of XML structure, DTDs, and the InDesign namespace will help you develop your own XML processes. We'll touch briefly on using InDesign to "skin" XML content, exporting as

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