

Adobe Indesign Cs2 How Tos 100 Essential Techniques

The print-on-paper book industry under threat as never before. This threat was exposed in a study by Barclay's Capital which suggested that a quarter of all worldwide book sales in 2015 will be made up of eBooks. The explosive growth of eBook publishing has serious ramifications for all bricks-and-mortar libraries, bookstores and the entire supply chain which supports them. Indeed the rationale for their very existence is under threat. This book will help publishers and authors understand the paradigm shift that is taking place. Unfortunately, the nascent eBook industry operates in a Tower of Babel with different eBook reading languages on competing devices offered by ruthless dog-eat-dog competitors; each of which is fighting for market share. It is no wonder that many publishers, self-publishers and authors are confused. That's where this book can help them. It reviews the myriad of different devices on which eBooks can be read and then it covers the different computer languages used to deliver them. Readers will find out what's involved in preparing their material so that it can be read in eBook format.

Adobe's Creative Suite offers a powerful unified design environment that includes Photoshop CS2, Illustrator CS 2, InDesign CS2, GoLive CS2 and Acrobat 7.0. 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 creating print and web projects with the Creative Suite 2 in record time. You'll find everything you need here to successfully master its advanced tools; working with the Adobe Bridge file browser, Stock Photos and more. If you've ever worked in a fast-paced editorial environment, you know just how frustrating it can be to wait as each member of the team—from writer, to editor, to artist—makes changes to his or her piece of the layout puzzle. With InCopy, you don't have to! The Adobe InCopy Book shows editorial teams how to take control of the copy-fitting process as editors, designers, and writers work simultaneously on the same InDesign CS document. The guide begins with the basics, explaining what InCopy is and how it integrates with InDesign before moving on to describe the interface. The second section provides a feature-by-feature breakdown of how the program works, using simple step-by-step instructions and plenty of screen shots to ease the way. The remainder of the book is devoted to real-world workflows: one in which design trumps copy (that is, the design is created first), one in which copy trumps design (copy is created first), and one in which copy and design are of equal importance.

A guide to the powerful page layout technology presents a wide range of useful projects that can be applied to the work environment, featuring step-by-step instructions, along with helpful tips, tools, tricks, and explanations, for everything from creating a brochure and marketing materials to developing a monthly newsletter or product catalog. Original. (Beginner/Intermediate)

Discover the power of XML publishing with InDesign, and create content for multiple applications—including digital-first publishing workflows. With this book, XML evangelist Dorothy Hoskins teaches you several techniques for working with the built-in XML capabilities of InDesign CS6, using real examples from a college course-catalog project. Learn how to import database content into InDesign, and tag existing InDesign content as XML for export to other applications. InDesign also lets you apply attractive styling to XML content that can't be done with XSL-FO. Through step-by-step instructions, code examples, and lots of screen shots, you'll discover how using XML with InDesign increases the value of your content. Get an overview of structured (XML) content Learn InDesign's XML import options, including XML image information Mingle XML and non-XML content in a text flow Use InDesign as an XML "skin" by making templates with new style definitions Put content in "XML order" for export to EPUB, with InDesign CS5.5 and CS6 Dive into advanced topics, such as how to transform XML with XSL Understand InDesign's potential and limitations with complex content models such as DocBook and DITA

Adobe Creative Suite 2 Workflow can help you quickly learn how to take advantage of all that CS2 has to offer. By following its concise explanations and step-by-step exercises, you'll soon learn core skills and techniques that will enable you to create an integrated workflow that will not only save you lots of time, but will also give you more flexibility to move between applications to make necessary tweaks, try out new ideas, and create portable files for review.

Is this book for programmers? Written specifically for graphic designers and production artists already comfortable working with Adobe InDesign, this book teaches you how to automate publishing without learning a lot of scary code. XML simplifies the process of moving content in and out of your layouts and can speed up any print or Web assignment. Why should I care about XML? If you're managing data-intensive layout projects, and you want to keep that data consistent, accurate, and up-to-date, then incorporating XML can help. You can also use XML to automate processes like importing text and large numbers of graphics into a layout, or repurposing content from one application to another. Do I need additional plug-ins or special software? You need only the powerful features built into InDesign CS2, CS3 or CS4 to use this book. How will I learn XML? This guide includes nine easy-to-follow projects with downloadable support files. With these hands-on tutorials, you will learn XML in context. By the final project, XML will no longer be a mystery, but a powerful tool you can use to support your company or clients. These real-world projects will teach you: I Business cards: Create a structured layout in InDesign and then import XML. Format text automatically and flow the text into multiple examples. I Product catalog: Learn how to import XML data into a structured layout using nested styles and cloned text. I Direct mail and variable data printing: Use XML and InDesign to create sophisticated direct mail pieces without costly plug-ins or third-party software. I Magazine and newspaper: Build and export magazine-style publications for online distribution. I Web: Transform XML into XHTML to incorporate directly into your Web pages, or use Cascading Style Sheets to instantly format your exported XML.

"Covers Adobe InDesign CS2"--P. [4] of cover.

Do you spend too much time doing repetitive production tasks such as placing and replacing images, correcting errors in text, cutting and pasting, and preparing files for printing, instead of being creative? Do you use Adobe InDesign CS2 and have a strong working knowledge of JavaScript? Then you're in luck. Since Adobe Creative Suite 2 was created with built-in support for scripting, virtually every repetitive or time-consuming task that creative professionals have to do in InDesign can be streamlined or automated with the help of a script. This book describes how to use JavaScript to manipulate and extend Adobe InDesign within Adobe Creative Suite 2, and provides reference information for the JavaScript objects, properties, and functions defined by Adobe's applications, as well as the various utilities and tools that are part of ExtendScript, Adobe's own implementation of JavaScript. This scripting reference provides the information you need to create custom scripts for InDesign, whether you're looking to automate your company's page layout process, convert large batches of InDesign files to XML, need an easy way to run a find-and-replace sequence within a large document, or want to create a script that instantly adds pre-built design elements to your InDesign page layouts. These are just a few of the ways that scripting can save you from hours of time-consuming tasks.

Adobe InDesign is no longer the industry newcomer—it's a full-fledged, sophisticated program, tightly integrated with the other Adobe industry leading graphics and Web programs. It's the essential tool for anyone doing page layout and design. With the release of InDesign CS3—part of Adobe's perfectly synchronized, tightly integrated Creative Suite 3 (which now includes Photoshop CS3, Illustrator CS3, Dreamweaver CS3, and Flash CS3 Professional in the Design Premium and Web Premium packages)—it takes its place in the design firmament! Real World Adobe InDesign CS3 offers industrial-strength and time-saving techniques for design professionals who need to start laying out, proofing, and printing pages with InDesign CS3, without missing a beat (or a deadline!) in their fast-paced production cycles. Design pros will find everything they need here to successfully master InDesign's advanced page layout tools, manage color, snippets, and use the program more efficiently. They'll also find complete coverage of essential features in InDesign CS3, including new gradient feather, directional feather, and bevel and emboss effects; improved transparency controls; improved long document support; expanded Find/Change; and an even more flexible and customizable user interface.

A guide to the desktop publishing and page layout program covers manipulation of text and graphics, adding effects, applying color, and digital publishing.

Presents step-by-step lessons on the digital image editing software with two hours of video instruction on the companion DVD-ROM.

Visually inspiring guide shows users how to create dazzling pages with the hottest and newest desktop publishing leader - Adobe InDesign CS2!

If you're making the switch from QuarkXPress or PageMaker to Adobe InDesign or just starting out with page layout and design, InDesign CS2 at Your Fingertips is your ultimate reference. Its award-winning format gives you easy and instant access to all the tasks you'll want to perform. Author Ted LoCascio is a highly qualified instructor--he's the former senior designer for the National Association of Photoshop Professionals and an InDesign expert. With clear, accessible information and a full color section, this is the best value on the market.

This new book offers comprehensive step-by-step instructions of the "how" and "why" behind the skills of Adobe InDesign CS2. Students will easily master each feature as they work through a wealth of information, including end-of-chapter learning projects and reviews and step-by-step tutorials. The full-color interior and user-friendly design create the ideal book for learning the latest features of this popular design application.

Real World Adobe Illustrator CS3 is the definitive reference to Adobe's industry-standard vector graphics software. With an easy, engaging style, author Mordy Golding takes readers through all of the features of the program, explaining not only how to use the multitude of features but also why and when to use them. This edition has been thoroughly updated for Illustrator CS3, including insightful techniques on using the new Live Color environment and its tools, a new Isolation mode for working on complex artwork, and new tools for drawing, erasing, modifying, and cropping graphic. New integration features with Flash CS3 are also covered in depth; for example, readers learn how symbols can be defined as movie clips for use in Flash. Now that Illustrator and Flash are both part of several bundled offerings of the Creative Suite, this coverage is a key part of the entire uninterrupted workflow from initial concept to final execution. Along with tips, sidebars, and expert commentary, there are also numerous illustrations and screen shots included to offer readers the most complete coverage on this extraordinary application. Designers from all fields--illustrators, animators, package designers, graphic designers, web designers, and more--will find Real World Adobe Illustrator CS3 their one-stop guide to creating powerful designs in Illustrator

Adobe InDesign CS2 How-tos 100 Essential Techniques Adobe Press

KEY BENEFIT: Designed for users at a variety of skill levels, Learning Adobe InDesign CS2 teaches using real-world design examples. The Learning series provides a total-immersion, hands-on tutorial that walks users step-by-step, mouse-click by mouse-click, keystroke by keystroke through all the features of the software application. The well-illustrated, spiral-bound book contains easy-to-read, appealingly formatted procedural explanations and step-by-step exercises in a multi-part Lesson format. Adobe InDesign CS2. End-of-Lesson material includes curriculum integration exercises which integrate other subject areas (Math, English, Social Studies, and Science) and projects on authors, artists, history, politics, and more. For those at a variety of skill levels that want to learn Adobe InDesign CS2.

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 master InDesign's advanced page layout tools, manage color, snippets, use the Bridge effectively, and more. You'll also find complete coverage of InDesign CS2's new features: Object Styles, Photoshop and Adobe PDF layer support, using InCopy, Smarter text handling, flexible XML support, and much more. Written by pros for design pros, this book has all the real-world, industrial-strength InDesign CS2 techniques that will make all the difference in your fast-paced production environment!

Easy-to-scan guide makes quick work of InDesign CS2 most useful features!

Adobe software has always been highly respected for creative design and development. Its programs allow you to produce amazing designs and creations with ease, and with the release of the Adobe Creative Suite 2, you can design a wide range of productions ranging from illustrations and Web sites to professional documents and photographic manipulations. Adobe Creative Suite 2 All-In-One Desk Reference For Dummies is your one-stop guide to creating great graphics with all the cool CS2 tools. Written in a thorough, fun way to show you 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!

Click here for the complete DVD content that accompanies this title. Nothing speeds up learning like personal training from a skilled tutor. With Adobe InDesign CS3 One-on-One, you get the equivalent of private lessons with author Deke McClelland, a world-renowned expert on digital graphics and design. Deke offers you DVD video with more than two hours of professional instruction and advice to accompany the book's easy-to-follow text. The book itself includes 600 full-color images, diagrams, and screenshots to illustrate every key step. This highly popular learning approach is quite simple: "read the book, watch the video, do the exercise". Each chapter has corresponding video lesson that demonstrates the techniques covered. The combination of text and video instruction is uniquely effective. You proceed at your own pace and work on relevant, real-world projects as you master fundamental and advanced concepts, theories, techniques, and best practices for making the most of InDesign. This comprehensive multimedia training solution teaches you how to: Create professional-looking documents with InDesign's powerful text and graphic tools Import text from a word processor, move and scale existing text frames, and check spelling Use the line, pen, and geometric shape tools to draw complex graphic objects Apply fill and stroke, specify process and spot colors, and design custom rules Use Adobe Bridge to organize and manage your digital assets Import and modify layered artwork from Photoshop and Illustrator Create inline graphics and anchored objects that move automatically with your text from one page to the next Create, edit, and link paragraph styles, complete with nested character styles Apply a sequence of style sheets to format an entire document in one operation Build object styles with embedded paragraph styles in order to format entire frames at a time Use master pages to automate repeating page features Automatically generate a table of contents Compose a fully interactive document -- with bookmarks, hyperlinks, buttons, sounds, and movies -- and export your creation to a PDF file that can be played on most computers Adobe InDesign CS3 One-on-One puts you on the fast track to becoming a real InDesign expert. Once you're finished, you'll use InDesign smarter, faster, more creatively, and more efficiently than you thought possible.

The fully updated Adobe Creative Suite 2 Premium software (which includes Photoshop, Illustrator, InDesign, GoLive, and Acrobat) is a unified design environment. The Creative Suite 2 enables you to realize your ideas anywhere—in print, on the Web, or on mobile devices, and this info-packed guide lets users get right down to doing just that by focusing on the Creative Suite 2 features they're most likely to use and showcasing each in a stand-alone tip--complete with a relevant hint or two and a graphic example. In this fashion, readers learn just what they need to know, exploring the programs in a way that makes sense to them.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

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 arts 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

If InDesign CS2 can do it, you can do it too ... Here's everything you need to make the most of the software that's fast becoming the dominant professional tool. Take advantage of dynamic spell-checking, or create anchored objects that follow the text referring to them. Learn new object styles that let you easily apply consistent formatting and easily repeat transformations. Whether you're producing an ad campaign, a magazine, or an interactive PDF file, this comprehensive reference takes you step by step through the processes and techniques you need to create stunning layout projects. Inside, you'll find complete coverage of InDesign CS2 Enjoy enhanced integration with Adobe® Photoshop®, Illustrator®, and Acrobat® Quickly apply formatting to almost any object with new object styles Improve text handling with automatic bulleted or numbered lists, intelligent paragraph alignment, customizable Word import, and footnoting Customize InDesign with keyboard shortcuts, workspace arrangements, and other saved presets Easily switch presets in multi-user environments Use nested styles to apply multiple levels of formatting to text Create custom colors and duotone effects Learn how to make the switch from QuarkXPress® and PageMaker® painlessly Simplify workgroup operations with the InCopy® add-on

From Adobe InDesign CS2 to InDesign CS5, the ability to work with XML content has been built into every version of InDesign. What in the (real) world could you do with XML if you

understood how it works in 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. The Advanced Topics section gives tips on using XSLT to manipulate XML in InDesign.

Adobe's Creative Suite 2 bible brings together Adobe Bridge, Photoshop, Illustrator, InDesign, GoLive, Acrobat Professional, and Version Cue in one volume.

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 XHTML, InCopy, and the IDML package. The Advanced Topics section gives tips on using XSLT to manipulate XML in conjunction with InDesign.

Offers a tutorial exploring the updated features of Adobe InDesign CS2, explaining how to create and manipulate type, photographs, layers, and Web graphics in a professional environment. Build your InDesign expertise, one technique at a time. In Adobe InDesign CS3 How-Tos, authors John Cruise and Kelly Kordes Anton bring you 100 carefully selected techniques to help you get right to work in InDesign, the world's most powerful page layout program. Their strategy is to focus on those features you're most likely to use, showcasing each in a clearly explained, well-illustrated, stand-alone technique—complete with a relevant hint or two. These bite-sized lessons offer a great way to learn just what you need to know when you need it, exploring the program in a way, and at a pace, that makes sense to you. Before you know it, you'll master all these tools and techniques, and more: • Customize the interface [Tip #6] • Add metadata to documents [Tip #14] • Insert variable text [Tip #29] • Add special effects to type [Tip #34] • Format tables with styles [Tip #45] • Use spot colors, process colors, and tints [Tip #74] • Paginate a book [Tip #86] • Use PDF presets for output [Tip #96].

Typography is the foundation of graphic design, and the most effective way to be a better designer is to understand type and use it confidently and creatively. This fully updated third edition is a comprehensive guide to creating professional type with Adobe InDesign. It covers micro and macro typography concepts, from understanding the nuance of a single spacing width to efficiently creating long and complex documents. Packed with visual examples, InDesign expert and acclaimed design instructor Nigel French shows not just how to use InDesign's extensive type features, but why certain approaches are preferable to others, and how to avoid common mistakes. Whether you're creating a single-page flyer or a thousand-page catalog, whether your documents will be printed or viewed on screen, InDesign Type is an invaluable resource for getting the most out of InDesign's typographic toolset.

Easy-to-scan guide makes quick work of the most useful features of Adobe Illustrator CS2!

These CD-based movie tutorials quickly get students up to speed on using the software Adobe InDesign CS2.

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