

Adobe Digital Publishing Suite Single Edition

Whether you are an aspiring self-publisher or the CEO of a major publishing house, a freelance designer or sales person, this chapter will provide statistics, figures, and examples to help you make sense of the business, economic, and marketing concerns of e-publishing. Whether your intent is to sell yourself, your boss, or your clients, or if you just want to educate yourself about the realities of the world of e-publishing, you'll find in this chapter an abundance of important, relevant data. In this chapter, you will learn about the following: People and Their Device Usage
The Business of eBooks
The Business of Children's & Young Adult eBooks
Authors and Their Incomes
The Missing 30 Percent of Data
Self-Publishing
The Business of eTextbooks
The Business of eMagazines
Enewspaper
Etextbook
Digital Comic Book

"This book explains best practices for obtaining and providing educational, training, and professional development content on devices like smartphones, tablets and other mobile devices. Trainers, educators, designers, instructional technologists, workplace learning professionals, and HR professionals will learn how mobile learning differs from other forms of e-learning, and will be introduced to the challenges and--more importantly--the advantages of mobile learning strategies and technologies for 21st century business environments"--

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

In a world of media that seems to be ever-changing, how do we define a newspaper, magazine or journal? Are we drinking our morning coffee on a Sunday as we sit down and read our newstabled? Look around any doctor's office waiting room and you will find two people reading the same magazine, one holding the paper version, another on their phone. With so many medium options, designers need to evaluate the best formats to convey an editorial vision. In *Designing the Editorial Experience*, authors Sue Apfelbaum and Juliette Cezzar will discuss what it means to design for multiple media. It features advice from professionals in both the design and editorial fronts "and digital strategists too" about what is constant and what is changing in the field. Inside, you will find examples of the best editorial design being produced today. In addition, explore the audiences for content, what forms the content takes, and how workflows are managed. This book provides a primer on the elements of editorial design that result in rich, thoughtful, and rewarding editorial experiences. Your iPad at Work iOS 6 on iPad 2 and iPad 3rd generation Supercharge your business effectiveness with any model of iPad—in the office, on the road, everywhere! Do you have an iPad? Put it to work! If you're a manager, entrepreneur, or professional... a consultant, salesperson, or freelancer... this book will make you more efficient, more effective, and more successful! Your iPad at Work includes the latest information about all iPad models running iOS 6 (or later), whether the tablet is equipped with Wi-Fi only or Wi-Fi + 3G/4G Internet connectivity. It's packed with easy, nontechnical business solutions you can use right now—each presented with quick, foolproof, full-color instructions. Securely connect your iPad to your network; sync your email, contacts, calendar, Office documents, and smartphone; make the most of iPad's latest productivity apps; capture up-to-the-minute news and financial data; even discover powerful specialized apps for your job and your industry. You already know how much fun your iPad is, now discover how incredibly productive it can make you!

- Secure your iPad with passwords and data encryption
- Connect your iPad to a wireless printer
- Discover today's most powerful iPad business apps
- Manage your contacts and relationships with a Contact Relationship Manager (CRM) app
- Do your word processing, spreadsheet and database management while on the go
- Access your email and surf the Web from almost anywhere
- Make winning sales and business presentations from your iPad
- Read PC and Mac files, from Microsoft Office to Adobe PDF
- Use Siri as your virtual assistant to control your iPad using your voice
- Use your iPad more efficiently on the road and while traveling
- Manage your company's social networking presence from your tablet
- Participate in real-time video conferences and virtual meetings using FaceTime, Skype, or another app
- Print wirelessly from your iPad to almost any printer
- Create and distribute iPad content, or have a custom app developed for your business
- Add hardware and accessories that make your iPad even more useful

The first thing to understand about digital publishing is what devices people use to consume digital content, including what types of publications each device class can support, how people use the devices, and where e-reading hardware is headed. You will find a startling array of devices on the market, but ultimately there are only four classes of devices on which digital publications are consumed. In this chapter, you will learn about the following: Device Classes eReaders Tablets Computers Mobile Phones Hybrid Devices Future Devices Designing for Devices

Designers or other creative professionals who create digital documents are always looking for ways to make their products more appealing to the user. One way of doing that is to increase reader engagement by building interactive animated effects into their designs. *Creating Animations in Adobe InDesign One Step at a Time* teaches the reader not only how to add animation to their InDesign documents (via step-by-step exercises) but also helps the reader to choose among the various digital format options for export—ePub (concentrating on the new Fixed-Layout variety), DPS, and PDF. Clear explanations and plenty of full-color graphics will guide the reader through the potentially confusing digital publishing landscape. Adding animated effects in InDesign documents is a field set to grow. The practice was given a big push in the 2014 release of the Adobe Creative Cloud, when InDesign introduced the new Fixed-Layout EPUB export format. EPUBS exported in this format preserve the layout of the InDesign document, and can include animated effects as well as media, such as audio and video. Fixed-Layout EPUB has gathered a large following in a short time for a number of reasons. They allow ePubs such as children's books to display fun animations to enhance the child's reading experience. They provide businesses a way to create all the interactivity of PDF documents PLUS animations not supported by PDFs. They are a viable replacement for Single Edition DPS folios which Adobe longer supports. The book will cover over two hundred different effects you can create using the animation features of InDesign. These include animations that don't appear in the regular

animation controls. Each chapter will have four or more exercises that the reader can follow along. The chapter exercises will start very basic and then work up. So the last exercise in each chapter will take more time than the first. This means someone can go through the book doing only the easy exercises in each chapter and come back later to get more involved. Some of the exercises will use basic shapes. Other exercises will use more advanced artwork. All the artwork, including the basic shapes, will be available for download by the reader so they can follow along with the exercises. In addition, the finished artwork for each exercise will also be provided to allow the readers to see how the animation is supposed to work. Written a longtime publishing expert, the book thoroughly covers the theory and best practices for creating animations in InDesign CC.

Printed books are becoming less common as digital publishing grows and continues to be popular. People are getting more of their information online through blogs, news sites, and social networking resources. In this comprehensive volume, readers can learn how to harness the popularity of digital publishing and turn it into a career. It includes some Quick Tip and Closer Look sidebars throughout for fast reference, covering copyright ownership, creating a resume, success stories of famous bloggers, staying safe online, and more.

INTERACTIVE MEDIA DESIGN AND DEVELOPMENT WITH ADOBE CS6 is a must-have learning resource for today's generation of digital content creators! Its hands-on approach to interactive media design, development, and process implementation puts you in charge of an actual interactive media project from start to finish, following a one-person workflow to create rich digital content with the latest principles and processes. Chapter readings support your effort with coverage on text, visuals, animation, audio, and video. Expanded learning opportunities throughout the book include How We Did It examples, It's Your Turn exercises, and More to Explore feature sections. If you are familiar with Adobe content creation tools and programs (Photoshop, Dreamweaver, Illustrator, Flash, Audition, and Premiere) and want to master the complete interactive project, INTERACTIVE MEDIA DESIGN AND DEVELOPMENT WITH ADOBE CS6 is the right book for you. The Data Files used to complete the projects found in the book are now available online. For access information please refer to the directions available in the preface of the book. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Now that we've examined the characteristics and capabilities of the available digital publication formats, it's time to think about the kind of content you want to disseminate digitally. It's all rather subjective, but I'll identify the purpose, character and use of different publication types as well as explain which format classes are best suited to each type. In this chapter, you will learn about the following publication types: eBookFixed-Layout eBookEmagazineEnewspaperEtextbookDigital Comic Book

Magazine Production presents a guide to the practical processes of taking a magazine from initial idea to final product. This second edition provides important revisions on these production processes by examining the technological and business advancements which have reshaped the magazine industry in the last decade. Brand new chapters document the rise of digital media and identify its impact on magazine creation. They also include new guidance on designing online, tablet and mobile editions, as well as for print. Magazine Production explains the business of magazines in the UK, Europe and North America, and the roles of marketing, publishing and advertising in establishing a successful title. This edition also addresses the move by publishers towards e-commerce, multimedia content and events to promote their brands and sell products. With information on professional bodies such as the Professional Publishers Association, an expert overview of magazine markets and a breakdown of roles within editorial and design departments, this book offers readers practical steps to achieving success in magazine publishing today. Magazine Production includes:

- an introduction to the history, markets and audiences of magazines
- explanations of the roles of publishers and advertising teams as part of the business of magazines
- a comparison between print and new systems of digital circulation, with particular focus on mobile platforms;
- guidance on setting up editorial teams, and best practice for producing feature, news and review copy
- information on designing and laying out a title for print or digital distribution
- legal and ethical issues affecting magazine editors and publishers
- a consideration of the future of magazines.

Mit InDesign und der Digital Publishing Suite von Adobe lassen sich attraktive interaktive Magazin-Apps für Tablets und Smartphones entwickeln. Wie Sie diese Werkzeuge ausreizen, ergänzend mit JavaScript, HTML5 und CSS3 arbeiten und dazu Adobe Edge Animate einsetzen, verraten drei Profis, die ihr Wissen in den Anleitungen, Beispielen und zahlreichen wertvollen Praxistipps zusammenbringen. Sie führen durch den gesamten Prozess der App-Erstellung, vom Entwurf über die Produktion bis zum Vertrieb in den entsprechenden Stores - inklusive Prozess-, App-Store-Optimierung und Erfolgskontrolle.

Although the majority of ebooks are text-only novels and short stories, a large minority of ebooks—across all genres—include photographs, illustrations, charts, graphs, maps, other imagery, and even audio and video. Moreover, even novels and short stories typically have at least cover images. Whether your publication merely needs a cover or requires lots of figures, the process of creating and using graphics and multimedia in ebooks differs in several distinct ways from creating and using them in print or in other digital formats. In this chapter, you will learn about the following: Exporting Images to eBooks Preparing Images for eBooks Adding Audio and Video to eBooks Adding Vector Graphics to eBooks

The perennial Adobe Creative Suite bestseller—fully updated for Adobe CS5 Featuring eight books in one, this All-in-One For Dummies guide covers the key features and tools that you need to know in order to understand how to use each individual program within the Adobe Creative Suite—InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Fireworks, and Flash—to its fullest potential. Within the nearly 1,000 pages, you'll find creative inspiration as well as tips and techniques to sharpen you productivity. Dedicates a minibook to each of the programs within the latest version of Adobe Creative Suite 5—InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Fireworks, Flash—as well as a minibook devoted to Creative Suite basics Serves as a one-stop learning opportunity for each product inside the Design Premium Suite Walks you through creating print and web-based marketing or advertising materials or other publications Adobe Creative Suite 5 Design Premium All-in-One For Dummies is a premium resource on all Adobe Creative Suite 5 can do for you.

Fly higher in your Creative Cloud Adobe Creative Cloud makes the most popular tools used by designers, photographers, and other creative professionals accessible in a single place. Adobe Creative Cloud All-in-One For Dummies is the ultimate one-stop reference guide for how to use them all. Whatever gets your creative juices flowing, you'll find the in-depth guidance required to deliver the results you want, from polishing-up photos and images to creating illustrations and designs. And once your assets are just how you want them, you can pick up best practices for managing and publishing via the amazing Adobe Bridge. Written by pro designers for those getting started with this powerful set of tools, this book gives you an overview of Creative Cloud and

step-by-step coverage of the major applications—InDesign, Illustrator, Photoshop, Acrobat Pro, and Adobe XD, and Adobe Bridge—in seven mini-books that take you from the basics to more advanced topics. You'll also discover how to get your work noticed by building personal galleries and displaying your creative wares. Find the essentials on the top tools in Adobe Creative Cloud Build and enhance your design skills Protect your documents with Acrobat Pro Get the most out of each program with insider tips Whatever your skill level and project needs, you'll find the essentials you need to demystify these complex programs and the knowledge to make your work shine even more brightly through the Cloud!

Ready To Start your business....Then you start to have frightening thoughts or even a friend tell you, "it takes tons of money to start a business wait a little longer keep saving". Let me break this to you short and simple, you listen to that advice, you'll be waiting forever. Tomorrow is something you can't and shouldn't count on, nothing in life is guaranteed. Time waits on no one, either you move with it or get left. When it comes to starting a Business many believe that you have to have a large amount of capital. In this book over 35 businesses will be discussed that requires little to no money to start-up. You will discover that starting a business with little to no money is possible, all depending on what type of business it is and how you approach it. After you read this, your risk level will be another level, if you still have one. You won't feel stagnant anymore, you will seize full control of your life, and make every minute in your life count after reading and digesting this.

The Business of ePublishing 2015 Edition explains in thorough detail what professional publishers, designers, and traditional, independent, and hybrid authors need to know about the world and business of digital publishing in 2015 and beyond. It goes beyond the rhetoric and paranoid proclamations rampant in social media, blogs, and news outlets to provide provable, unbiased insight into the users, devices, formats, and real world economics of ebooks, fixed-layout ebooks, digital textbooks, digital magazines, and more for all levels of publishing—enterprise, small- to medium-sized publishers, indies, and self-publishers. Whether you are an aspiring self-publisher or the CEO of a major publishing house, a freelance designer or sales person, this book provides you with the insight, background, statistics, figures, and examples to help you make sense of the business, economic, and marketing concerns of ePublishing, and help you plot your future for a successful year in digital publishing. Whether your intent is to sell yourself, your boss, or your clients, or if you just want to educate yourself about the realities of the world of ePublishing, you'll find in this book a cornucopia of important, relevant data.

Creative professionals seeking the fastest, easiest, most comprehensive way to learn Creative Suite 6 choose Adobe Creative Suite 6 Design and Web Premium Classroom in a Book from the Adobe Creative Team at Adobe Press. The 6 project-based lessons show readers step-by-step the key techniques for working with the applications in the Creative Suite. Readers learn what they need to know to create engaging layouts for print or web publishing. This completely revised Adobe Creative Suite 6 Design & Web Premium edition covers new tools and essential performance and workflow enhancements, including how to set up basic assets in Bridge CS6, use Content-Aware tools on images and edit video in Photoshop CS6, create accurate image tracings in Illustrator CS6, design print layouts and documents for mobile devices in InDesign CS6, and prototype and build a website in Dreamweaver CS6. The companion DVD includes all the lesson files readers need to work along with the book. Each chapter contains a single project that builds on the reader's growing knowledge of the suite and how to use the suite applications together. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

Foundation Adobe Edge Animate is a project-oriented book that will walk you through the features of Edge Animate - Adobe's exciting new motion and interaction tool for web standards development. Edge Animate is an application that allows web designers and developers to make full use of many of the features of CSS3, JavaScript, and HTML5. Edge Animate enables you to animate graphics without the need to hand code everything using canvas or SVG. It exports well-formed, standards-compliant code that you can either use to create new web products, or add directly into existing projects. It also features full JavaScript and DOM manipulation, enabling you to get under the hood and create fantastic interactive experiences. Using a unique project-oriented focus you will be creating carefully developed projects designed to give you the skills and confidence necessary to undertake interactive and web design experiences aimed at devices ranging from smart phones to the TV set in your living room. Along the way you will discover how many of the tools in the Adobe Web Design CS6 collection can be fully utilized to create expressive and engaging web applications. This includes: Building interactive projects using the Edge Animate timeline and coding tools. Learning how Fireworks, Photoshop, and Illustrator are used for Edge Animate content creation. Discovering how pages created in Dreamweaver and Muse can become fully interactive and contain motion graphics in Edge Animate.

Supercharge your business effectiveness with any model of iPad—in the office, on the road, everywhere! Do you have an iPad? Put it to work! If you're a manager, entrepreneur, or professional... a consultant, salesperson, or freelancer... this book will make you more efficient, more effective, and more successful! Your iPad at Work includes the latest information about all iPad models running iOS 7 (or later), whether the tablet is equipped with Wi-Fi only or Wi-Fi + Cellular Internet connectivity. It's packed with easy, nontechnical business solutions you can use right now—each presented with quick, foolproof, full-color instructions. Securely connect your iPad to your network; sync your email, contacts, calendar, Office documents, and smartphone; make the most of iPad's latest productivity apps; capture up-to-the-minute news and financial data; even discover powerful specialized apps for your job and your industry. You already know how much fun your iPad is, now discover how incredibly productive it can make you! Secure your

iPad with passwords and data encryption Connect your iPad to a wireless printer Discover today's most powerful iPad business apps Manage your contacts and relationships with a Contact Relationship Manager (CRM) app Do your word processing, spreadsheet, and database management while on the go Access your email and surf the Web from almost anywhere Make winning sales and business presentations from your iPad Read PC and Mac files, from Microsoft Office to Adobe PDF Use your iPad more efficiently on the road and while traveling Manage your company's social networking presence from your tablet Participate in real-time video calls and virtual meetings using FaceTime, Skype, or another app Create and distribute iPad content, or have a custom app developed for your business

Whether creating ebooks from TXT files or word processor documents or converting existing print publications to EPUB, the basics are all the same. You must learn to think in terms of EPUB, to reevaluate how your content is organized, and to know how to structure it using InDesign's built-in tools in order to produce well organized, readable ebooks. The yellow brick road to becoming a wizard of ebook production starts with this chapter and proceeds through the next several chapters, creating progressively more interesting, more marketable ebooks and other EPUB-based publications. In this chapter, you will learn about the following: Creating an eBook from Scratch Testing Your EPUB Styling Your eBook Converting a Print Publication to an eBook Setting the Reading Order of Text, Images, and More

Digital Publication is the exciting new frontier for the publishing industry. All the major magazines are already publishing content for tablet and mobile devices. Fortunately, a digital publication isn't that different from a traditional print publication, and we can leverage our existing knowledge of InDesign to help us get started. In this book we'll focus on learning the new tools in Adobe InDesign that allow us to create a digital publication and the interactive overlay components. Our workflow will be based on a Single Edition publication for the Apple iPad 2. Learn how to create an interactive digital publication with : * Hyperlinks * Slideshows * Image Sequences * Audio & Video * Panoramas * Web Content * Pan & Zoom * Buttons We will learn how to build a digital publication using the new Folio Builder Panel and Overlay Creator Panel. We will also learn how to setup our document so it's flexible and can accommodate both a horizontal and vertical layout.

If you're a designer or other creative professional who needs to create digital documents that will be read on multiple devices, you will be thrilled with the powerful tools in Adobe InDesign CC. Now you just need to know what to do with them. Digital Publishing with Adobe InDesign CC examines not just the "How" of using the tools, but also the "When" and "Why" of choosing among the various digital format options—ePub, PDF, HTML, tablet app, and so on. Clear explanations and plenty of full-color graphics will guide you through the potentially confusing digital publishing landscape. Written by two longtime publishing experts, the book thoroughly covers the theory and best practices for creating and using buttons, hyperlinks, video, audio, forms, animations, slideshows, and iPad interactivity to enhance and enliven your digital publications. You'll learn to: Select the digital format that best fits the needs of your content and your audience Design both Reflowable and Fixed Layout ePub documents Use Liquid Layout Rules to automatically resize and reflow content to fit different-sized devices Add interactivity to create exciting PDF presentations Configure your ePub files for the best results across various reader "I'm really thrilled to see this second edition of Digital Publishing with Adobe InDesign. The InDesign team is always trying to push the possibilities of digital publishing whether via ePub, DPS or PDF. This book captures that excitement and helps the reader be successful in this ever-changing field." Chris Kitchener, Group Product Manager, Design Segment, Adobe Systems

With the Adobe Creative Suite 6 release, Adobe has transformed InDesign into a layout program not only just for print, but also for the web and for tablet devices like the iPad. ADOBE INDESIGN CS6 INTERACTIVE: DIGITAL PUBLISHING FOR THE INTERNET AND THE IPAD is a brand new text that goes the full distance to teach readers how to use InDesign's newest interactive features. Filled with in-depth lessons that teach readers how to create real web sites with video, sound, hyperlinks, animation and complex interactivity, this text gives a hands-on lessons approach to demonstrate the process of registering a URL, purchasing hosting, and uploading files to create a web site. In addition to the web, this revolutionary book teaches readers how to create layouts for the iPad, upload to the iPad, and create unique downloadable apps. Using ADOBE INDESIGN CS6 INTERACTIVE, any designer who is proficient with InDesign can create publications for the entire interactive world to see! The Data Files used to complete the projects found in the book are now available online. For access information please refer to the directions available in the preface of the book. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Using Adobe Digital Publishing Suite A Guide for Interactive Designers Simon and Schuster

Using Adobe Digital Publishing Suite is for those who want to create apps for devices like iPad using Adobe InDesign and Adobe Digital Publishing Suite. In this book, we will cover the entire creation process from designing the app in InDesign to uploading it to an app store. The tips and notes along the way will give you extra insights or faster ways to do things, as well as help you avoid typical pitfalls.

In this time-saving guide, design expert Conrad Chavez provides an introduction to the Adobe Creative Cloud. Conrad demonstrates how the Adobe Creative Cloud can enhance your workflows to meet the challenges of today's creative projects. Coverage includes designing an app for iPad, designing a website without writing code, creating a photography portfolio website and more. Fully updated for the latest release of the Adobe Creative Cloud, this guide covers the latest CC software.

Like devices, epublication formats are numerous and varied, with differences, sometimes subtle, between them, but large divergences in purpose, capability and device support. Consequently, it's most logical and productive to think of epublications in terms of format classes, with each class offering a particular combination of purpose, capability, and device support. In this chapter,

you will learn about the following formats: Reflowable EPUB Fixed-Layout Kindle Formats PDF

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Readers prepare for success with IC3 (Internet and Computing Core Certification) as they master basic requirements for all three IC3 certification exams: Computing Fundamentals, Key Applications, and Living Online. IC3 CERTIFICATION GUIDE USING MICROSOFT WINDOWS 10 & MICROSOFT OFFICE 2016 offers IC3 global training and certification preparation to help users earn globally accepted, validated credentials and prove to employers, customers or higher education institutions that they have the computer skills to excel in today's digital world. This book emphasizes key knowledge and timely skills to ensure proficiency in using computer technology, ranging from basic hardware and software to operating systems, applications, and the Internet. Comprehensive instruction helps readers advance their careers through computer certifications, such as CompTIA's A+ and similar exams. Rely on this book for the computer and Internet skills needed for success in both employment and higher education. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Creative professionals seeking the fastest, easiest, most comprehensive way to learn InDesign CS6 choose Adobe InDesign CS6 Classroom in a Book from the Adobe Creative Team. The 16 project-based lessons show readers step-by-step the key techniques for working with InDesign CS6. Readers learn what they need to know to create engaging page layouts using InDesign CS6. This completely revised CS6 edition covers the new tools for adding PDF form fields, linking content, and creating alternative layouts for digital publishing. The companion CD includes all the lesson files that readers need to work along with the book. This thorough, self-paced guide to Adobe InDesign CS6 is ideal for beginning users who want to master the key features of this program. Readers who already have some experience with InDesign can improve their skills and learn InDesign's newest features. "The Classroom in a Book series is by far the best training material on the market. Everything you need to master the software is included: clear explanations of each lesson, step-by-step instructions, and the project files for the students." –Barbara Binder, Adobe Certified Instructor, Rocky Mountain Training Classroom in a Book®, the best-selling series of hands-on software training workbooks, helps you learn the features of Adobe software quickly and easily. Classroom in a Book offers what no other book or training program does—an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

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Inhaltsangabe: Einleitung: Nachdem die Druckbranche in den letzten Jahren bereits unter enormen Umsatzeinbußen zu leiden hatte, tritt mit Erscheinen des iPads und weiteren Tablet-Computern das nächste neue Medium in Konkurrenz zum klassischen Printprodukt. Mittlerweile werden immer mehr Anwendungen und Inhalte speziell für diese Geräte entwickelt und veröffentlicht. Dieser klare Trend hin zur Nutzung von Online-Angeboten ist in fast allen Lebensbereichen deutlich zu spüren sowohl privat als auch beruflich. Die

Gesellschaft ist im Wandel. Immer und überall erreichbar zu sein, Informationen jederzeit abrufen zu können, online einzukaufen und die Nutzung von sozialen Netzwerken ein Alltag ohne digitale Medien ist kaum noch denkbar. Bereits im Jahr 2010 prognostizierte das Statistikunternehmen Statista, dass im Jahr 2012 in Deutschland zwei Millionen iPads im Einsatz sein werden (Statista, 2010a). Eine zur diesjährigen CeBit veröffentlichte Vorhersage von PwC (2012) besagt, dass in den nächsten fünf Jahren schätzungsweise 20 Millionen Tablets in Deutschland verkauft werden. Gründe für diesen Erfolg sind vor allem die intuitive Bedienung und große Mobilität, die diese Zukunftstechnologie bietet vom Image als Luxus- und Lifestyle-Artikel ganz abgesehen (Oelmaier, Hörtreiter & Seitz, 2011, S. 1-2). Es stellt sich somit die Frage, ob Tablet-Computer irgendwann die klassischen Printprodukte, wie z.B. Zeitungen und Zeitschriften, komplett verdrängen werden. Denn laut einer Studie des VDZ (2012a) lesen über 60% der iPad-Besitzer bereits digitale Zeitschriften auf ihrem Tablet. Das iPad ist der Anfang einer neuen Generation. Luchs und Piskulla (2011, S. 13). Bei der StieberDruck GmbH, die diese Arbeit ermöglicht, ist die Geschäftsführung für diesen Trend sensibel geworden. Die Wichtigkeit und Notwendigkeit des medienübergreifenden Publizierens wurde erkannt, um wettbewerbsfähig zu bleiben bzw. sich einen Wettbewerbsvorteil zu sichern. Denn eines ist klar: neue Medien bieten neue Chancen aber auch Risiken. Genau wie andere Druck- und Medienunternehmen steht somit auch die StieberDruck GmbH vor einer großen Herausforderung. Bisher ist allerdings noch unklar, was die Kunden wünschen und welche Strategien erfolgsversprechend sind. Von Seiten der Geschäftsführung wurde daher die Absicht geäußert, die aktuellen Wünsche und Bedürfnisse als auch den Kenntnisstand und die strategische Ausrichtung der Kunden und Partnerunternehmen zu ermitteln. Ziel ist es, [...]

With a growing focus on digital destinations, the publishing landscape is evolving at a dizzying speed and InDesign CC is at the forefront of the digital frontier. Known as the premiere layout application for magazine and print collateral, InDesign is also a powerful creation tool for both static and interactive PDF, Flash SWF, EPUB, and apps that can be published for sale in various app stores. This tutorial-based guide to InDesign CC provides you with a hands-on experience of the EPUB creation process, InDesign animation, Digital Publishing Suite app creation, creation of interactive PDFs, and a host of techniques that serve equally well in both print and digital production. This extensively detailed book is filled with over 700 screenshots, explicit diagrams, and step-by-step real-world exercises to get you up and running with: *InDesign Animation *Buttons, forms, and other interactive elements *Interactive PDFs *EPUB *App building with DPS *The fundamentals of HTML, CSS, and GREP *A treasure trove of trips and techniques that will forever transform your work with InDesign.

The fastest, easiest, most comprehensive way to learn Adobe InDesign CC (2014 release) Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts. Adobe InDesign CC Classroom in a Book contains 16 lessons that cover the basics, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. In addition to learning the key elements of the InDesign interface, this completely revised CC (2014 release) edition covers new features, including rows and columns in tables, dual PDF and IDML file packaging, fixed and reflow EPUBs, and major improvements in the way text and graphics are handled during EPUB export. Purchasing this book gives you access to the downloadable lesson files you need to work through the projects in the book, and to electronic book updates covering new features that Adobe releases for Creative Cloud customers. For access, goto www.peachpit.com/redeem and redeem the unique code provided inside this book. “The Classroom in a Book series is by far the best training material on the market. Everything you need to master the software is included: clear explanations of each lesson, step-by-step instructions, and the project files for the students.” Barbara Binder, Adobe Certified Instructor Rocky Mountain Training

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Multimedia Storytelling for Digital Communicators in a Multiplatform World is a unique guide for all students who need to master visual communication through multiple media and platforms. Every communication field now requires students to be fluent in visual storytelling skill sets, and as the present-day media adapt to a multiplatform world (with ever-increasing delivery systems from desktops to cell phones), students specializing in different forms of communication are discovering the power of merging new multimedia technology with very old and deep-rooted storytelling concepts. Award-winning journalist and multimedia professor Seth Gitner provides students with the tools for successfully realizing this merger, from understanding conflict, characters, and plot development to conducting successful interviews, editing video in post-production, and even sourcing royalty-free music and sound effects. Incorporating how-to's on everything from website and social media optimization to screenwriting, Multimedia Storytelling aims to be a resource for any student who needs to think and create visually, in fields across broadcast and digital journalism, film, photography, advertising, and public relations. The book

also includes a range of supplemental material, including wide-ranging skills exercises for each chapter, interviews with seasoned professionals, key terms, and review questions. Adobe Experience Manager (formerly CQ5) is an industry leading web content management system aimed at giving digital marketers the ability to create, manage, and deliver personalized online experiences. Adobe Experience Manager: Classroom in a Book is the definitive guide for marketers who want to understand and learn to use the platform. It explains the business value of the features and the overall philosophy of the product and is a must-read before sitting down to work with an implementation team. Marketers will understand why AEM is constructed as it is so they can alter business processes and participate in successful implementation. They'll get insight into how to accomplish the fundamental tasks to more effectively create and manage content. They'll also learn about common mistakes and how to avoid them. After reading this book, marketers will understand:

- The basics of content management in Adobe Experience Manager
- How to integrate Adobe Experience Manager with other Adobe Marketing Cloud products
- How to manage dynamic content that is targeted to specific audiences
- The fundamental concepts that will help to create a smooth implementation

Getting Started Ch 1: The Basics Ch 2: Evaluating AEM Ch 3: Managing Content Ch 4: Digital Asset Management Ch 5: Metadata and Tagging Ch 6 Multilingual Content Ch 7: Workflows Ch 8: Social Communities Ch 9: E-Commerce Ch 10: Mobile for Marketers Ch 11: Architecture Basics Ch 12: Administration Basics Ch 13: Web Analytics Ch 14: Marketing Campaign Management Ch 15: Dynamic Content Ch 16: Integrating AEM Ch 17: Technical Basics Ch 18: Defining Requirements Ch 19: User Experience Design Ch 20: The Implementation Process

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