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Typography With Adobe I

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Sharpen your InDesign skills with this definitive resource created specifically for design professionals who need to produce great work in InDesign CC—regardless of the delivery platform. Best-selling authors Olav Martin Kvern, David Blatner, and Bob Bringhurst share their hands-on techniques to help you master InDesign's advanced layout tools. This book is brimming with insightful advice, illustrations, and shortcuts that will have you producing high-quality work in no time. This is the book that experts open to find real answers to their questions about InDesign. It's written in a friendly, visual style that offers accurate

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information and creative inspiration for every InDesign user, whether you're publishing to a tablet, mobile phone, or traditional print publication. In Real World Adobe InDesign CC you'll learn how to: Use the new Creative Cloud features and enhancements, including managing font menu favorites, QR codes, and much more Prep documents and use the improved EPUB Export feature for web and mobile publishing Take full advantage of the best typesetting features on the market Use best practices for consistent color management Increase productivity with scripts and other automation features

Sharpen your print production skills with this definitive resource created specifically for design professionals who need to create files using the Adobe Creative Cloud, including InDesign, Photoshop, Illustrator, and Acrobat and output for printing. The previous

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edition was steady seller, helping designers who have no training in print get up and running quickly and not make expensive mistakes on their projects. Completely updated for CS6 and the CC, this book also helps designers with some print experience tackle more complex projects. The book covers all the Adobe Suite programs they need to know to produce successful projects, rather than buying 4 or 5 different books. This book is considered the complete resource for understanding the print cycle, how ink works on paper, managing fonts, using color spaces, handling images, and preparing files for print or electronic output. Print expert Claudia McCue shares her hands-on techniques to prepare files, edit photos and graphics, and prevent common problems without missing a deadline. This book is brimming with insightful advice, illustrations, and shortcuts that will have you quickly and

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professionally producing your work in no time. Covers: Acrobat XI, InDesign CC, Photoshop CC, and Illustrator CC for Macintosh and Windows

From why use DTP, to who uses it, to Software used in DTP, the author Bittu Kumar takes you through all fundamental elements necessary for performing a good job with Desktop Publishing.

Aided by step-by-step instructions, actual screen shots, illustrations and specific attributes in using MS Word, Microsoft Paint and MS Publisher this book details how to be a successful Desktop Publisher. More importantly, you become fully aware of why you must consider significantly important five questions when applying design principles in desktop publishing projects: 1. What is the DTP project designed to do? 2. What is the project designed to communicate? 3. What format will best communicate the project's

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message? 4. What design constraints does the project budget impose? 5. What design techniques will help the viewer understand the project's message? It also briefly informs you how to put these five graphic design tools — Space, Fonts, Color, Illustration & Photography and Consistency - to good use when designing and executing a desktop publishing work.

Book Design Made Simple gives DIY authors, small presses, and graphic designers-novices and experts alike-the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe® InDesign® right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, Book Design Made Simple is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through

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the process with easy step-by-step instructions, resulting in a professional-looking top-quality book

Adobe InDesign CC Classroom in a Book

The Art of Type and Typography

Professional Typography with Adobe

A Designer's Manual

Optimum Type

A Critical Guide for Designers, Writers, Editors, & Students

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practices for publishing workflows. To complete the Course, we'll supply lesson documents and their assets to download. These can even serve as starting points for your own projects. Then, for greater depth of knowledge and subsequent reference, you'll use the Compendium to uncover more of the "how" and "why" of InDesign and publishing tech in general. With each topic easy to access, you can find and explore all of InDesign's key features and concepts in depth. With cross references between the Course and Compendium, the two parts of the book complement each other perfectly. Best of all, when the lessons in the Course are done, the Compendium will continue to serve for months and years to come. Learn step by step how to: - Create documents

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from postcards and posters to large books - Take control of typography and more with styles - Combine images with text for compelling layouts - Use color with predictable results - Prepare documents for both print and electronic output - And much more! "I've known Steve for over 20 years, and have always admired his empathy and passion for generously sharing his knowledge with others. He leverages his deep understanding of InDesign and takes the time to share what he hears from users to advocate on their behalf directly to the InDesign team to make the product better. This book will definitely help you become a more efficient InDesign user." -- Michael Ninness Formerly InDesign Product Manager Now Adobe's Senior Director "Steve's

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long relationship with Adobe InDesign and the people who actually built it make him the ideal person to guide any designer through the rich toolset that is Adobe InDesign. While his smouldering good looks and James Bond-like sophistication will not be of any value to the reader, his in-depth knowledge, years of delivering training, patience and good humour almost certainly will." -- Chris Kitchener Ex Group Product Manager for Adobe InDesign and Adobe Illustrator

Updated: August 2010. Author Peter Kahrel updated this Short Cut to cover InDesign CS5. Updated: November 2009. Author Peter Kahrel updated this Short Cut to address typos and reader comments. GREG (short for "General Regular-Expression Print") is a powerful tool

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that lets you use wildcards ("jokers") to search and replace text. InDesign's GREP implementation can be used for text and also for formatting codes, finding patterns in text as well as literal text. GREP moves beyond the restrictions that hampered earlier InDesign search features, but unfortunately it does have the reputation of being d.

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

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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. Creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe InDesign choose Adobe InDesign Classroom in a Book (2020 release) from Adobe Press. The project-based step-by-step lessons show users the key techniques for working in InDesign. Designers will build a strong foundation of typographic, color, page layout, and document-construction skills that

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will enable them to produce a broad range of print and digital publications—from a simple postcard to an interactive Adobe PDF with form fields. The real-world tasks in this comprehensive book are presented in easy-to-follow lessons and are designed to train beginning Adobe InDesign users in the program—from fundamental features to powerful layout and output skills. The online companion files include all the necessary assets for readers to complete the projects featured in each lesson. All buyers of the book get full access to the Web Edition: A Web-based version of the complete ebook enhanced with video and multiple-choice quizzes.

Type Rules!

How Do I Do That In InDesign?

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Thinking with Type

Professional Typography with Adobe InDesign

Typeface Combination As a Stimulus in Typography

The Designer's Guide to Professional Typography 3E

with Mastering Indesign Cs5 for Print Design and

Production Set

Books depend on good design to communicate. This practical guide to typography explains the principles of good design, why they exist and when and how to put them into practice.

Adobe InDesign is the clear software of choice for designers in desktop publishing

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and typesetting. With it, designers create professional, eye-catching posters, flyers, brochures, magazines, newspapers, presentations, books, and ebooks. Because it has so much power and depth, sometimes the things you need are...well...kinda hidden or not really obvious. There will be a lot of times when you need to get something done in InDesign, but you have no idea where Adobe hid that feature, or what the "secret handshake" is to do that thing you need now so you can get back to working. That's why this book was created: to get

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you to the technique, the shortcut, or exactly the right setting, right now. Here's how it works: When you need to know how to do a particular thing, you turn to the chapter where it would be found, find the thing you need to do (it's easy—each page covers just one single topic), and designer and author Dave Clayton tells you exactly how to do it just like he was sitting there beside you, using the same casual style as if he were telling a friend. That way, you get back to working in InDesign fast. This book features

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examples of different types of custom-designed lettering--from digital typefaces to printed matter and handwriting--and their practical applications. Describes the typographic features of Adobe InDesign CS2.

The Harp and Ring Sequence #2

Adobe Indesign CC

GREP in InDesign

The Non-Designer's InDesign Book

Stop Stealing Sheep & Find Out How Type Works

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Custom Typography Design and Application

"Part textbook and part reference work, the fifth edition of a typographic classic begins with a thumbnail history of the development of written language and ends with a glossary; in between are in-depth looks at five classic typefaces, lessons on designing with text type, display type and color, and plenty of project assignments. Though Craig, the former design director for Watson-Guptill, touches on the way that type design can be akin to fine art, most of his focus is on the subtle ways in which typeface affects "mood," and letter shape and spacing influences readability, emphasis and

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even meaning. Even though technological advances have made innovative text design ever simpler, readers—of books, brochures, cereal boxes and subway advertisements—still tend to prefer their type to be "invisible"—in other words, "to serve as a quiet vehicle for enhancing the meaning of a text." While best suited for a beginning graphic design student, this clear, readable book should also intrigue those interested in how the look of a sentence has an impact on the way we read it." - Reed Business Information.

"InDesign for QuarkXPress Users" is the only book on the market that shows experienced

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graphic designers how to use InDesign from a QuarkXPress user's perspective. Using an easy-to-read and easy-to-digest style, this unique title focuses on common tasks, giving users quick solutions rather than bogging them down with lengthy theory.

Contains fifteen lessons that cover the basics of Adobe Illustrator CC, including creating and editing shapes, adjusting color, painting with patterns, drawing with pen and pencil tools, working with symbols, using brushes, and applying effects.

This book is about how type should look and how to make it look that way--in other words,

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how to set type like a professional. It explains in practical terms how to use today's digital tools to achieve the secret of good design: well set type. An essential reference for anyone who works with type: designers, print production professionals, and corporate communications managers can go to straight to the index to find focused answers to specific questions, while educators and students can read it as a text book from cover to cover.

Photoshop CS3 Layers Bible

InDesign Type

Designing with Type

Type Rules

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InDesign for QuarkXPress Users Understanding - Combining Typefaces

Type Rules!, Fourth Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, and how to design a typeface, as well as how to fully harness the power of major design packages including the Adobe Creative Suite. Includes video clips showing examples of projects discussed in Chapter 11- Type on the Web and Chapter 12- Type in Motion

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From principle to practice, get it all in the revised edition of the comprehensive introduction to typography. Type Rules: The Designer's Guide to Professional Typography, 3rd Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today's serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, how to avoid common mistakes, and how to design a typeface, as well as how to fully harness the power of major design packages such as InDesign? and QuarkXPress? -- with new coverage of their latest versions. This edition includes: New information on OpenType, font management

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utilities, font web sites, and interactive typography. An expanded?history of type and an updated glossary of key terms. Exercises throughout to help reinforce the concepts presented in the book. A wealth of tried-and-true as well as recently developed type tips. More in-depth type issues, including scaling logos. "I've purchased and read just about every book on typography written over the last twenty-five years. Ilene Strizver's Type Rules is one of the best. It's a book that will prove its value time and again." -- Allan Haley, Director of Words and Letters, Monotype Imaging "Type Rules is a must-have book for students and professionals alike. I highly recommend it." -- Prof. Ed Benguiat, world-renowned type designer and educator, School of Visual Arts

The classic Designing with Type has been completely

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*redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, *Designing with Type* has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.*

This thorough, self-paced guide to Adobe InDesign CS3 is ideal for beginning users who want to master the key features

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of this program, while readers who already have some experience with InDesign can use this book to familiarize themselves with InDesign CS3's newest features. Using step-by-step, project-based lessons, each chapter contains a project that builds upon the reader's growing knowledge of the program, while review questions at the end of each chapter reinforce the most important skills learned in each lesson. The companion CD contains all the assets readers will need to work through each project in the book. Adobe InDesign CS3, Adobe's page layout and design software, has been updated to accelerate user productivity with loads of new features: new Photoshop effects--including gradient feathering, inner shadows, and glows--that you can apply to objects on a page; finer transparency controls, which let you apply transparency

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settings independently to an object's fill, stroke, and content for more complex visual looks; numerous productivity enhancements; advanced find/change features; new table and cell styles; export to XHTML, and more. Educational instructor notes-created to help teachers plan, organize, and time their lessons-are available for this book (and for other Classroom in a Book titles) at www.peachpit.com/instructorresources.

SPECIAL NOTE: Before starting the lessons in the book, visit www.peachpit.com/indesigncs3cib for important lesson and project file updates.

The Complete Manual of Typography

Adobe Certified Associate Exam Preparation

Adobe InDesign Classroom in a Book (2020 release)

Real World Print Production with Adobe Creative Suite

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Applications

Designing with Type, 5th Edition

The Essential Guide to Typography

Used by graphic designers worldwide, Adobe InDesign CC is a layout powerhouse. But that power is easy to harness, as you'll soon learn. These real-world projects teach you to think like a designer and master the details that set your work apart. Hone your InDesign skills as you: Produce an advertising poster Design a magazine for print and tablet delivery Build interactive forms Add controls for video, animations, and more to a digital media publication This study guide uses more than 11 hours of video integrated with text to help you

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gain real-world skills that will get you started in your career designing publications for print and screen using InDesign CC. It lays the foundation for taking the Adobe Certified Associate (ACA) certification exam and helps prepare you for an entry-level position in a competitive job market. Purchasing this book gives you access to valuable online extras. Follow the instructions in the book's "Getting Started" section to unlock access to: Web Edition containing instructional video embedded in the complete text of the book with interactive review questions along with product updates Downloadable lesson files you need to work through the projects in the book

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Combining typefaces is one of the great challenges and, at the same time, a continuing allure for typographers and designers: is it meant to be extravagant or should it only be carried out to a limited degree or, ideally, not at all? Which fonts harmonize with each other, and which don't? Which ones complement each other or even enhance each other? There are few answers to be found in the professional literature. This handbook demonstrates that it is possible to determine criteria for the combining of typefaces. By looking at the shape of typefaces in detail and creating a revised classification of fonts, it conveys a deeper understanding of the diversity of

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typefaces and, based on a systematic analysis of analogy and contrast, it establishes the urgently necessary findings required for combining typefaces. An indispensable standard work for typographers and graphic designers.

Many designers and photographers own the entire suite of Adobe's creative products, but they manage to learn only one or two of the applications really well. If Adobe InDesign CS5.5 is the one app in the suite that makes you feel like you're entering a foreign country where you don't speak the language, Robin Williams provides the perfect travel guide and translator in this new edition to the best-selling Non-Designer's series.

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This fun, straight-forward, four-color book includes many individual exercises designed specifically to teach InDesign CS5.5 to beginners in such a way that you can jump in at any point to learn a specific tool or technique. Along the way, Robin offers design tips for making your work communicate appropriately and beautifully. Whether you need to create your own marketing materials for a small business or organization, or you want your student or business papers to be perceived as more professional, or you want to become more proficient with the design tools you already use, this book is the fastest and most efficient path to mastering basic tasks InDesign. In this

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*non-designer's guide to InDesign CS5.5, you'll learn:
How to create basic design projects, such as flyers,
business cards, letterhead, ads, brochures, CD covers,
and much more How to add images to your pages and
crop, rotate, resize, and add effects to those images
How to use InDesign's typographic tools to make your
work look professional How to use style sheets so every
job is easier to create and work with How to use tabs
and indents with confidence and predictability How to
create nice-looking tables to effectively organize data
And, of course, the basics of working in InDesign with
layers, panels, tools, etc.
Provides instructions on Photoshop CS3's layering*

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strategies, covering such topics as creating composites, adding depth and dimension, retouching with layers, working with Smart Objects, and creating Web images.

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Field Guide to Drawing & Sketching Animals

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Pocket Full of Do

Contrary to popular belief, print is not dead! With all the interest in online publishing here in the 21st

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century, it's easy to lose sight of the fact that information is still widely disseminated through the good old medium of print. The advent of desktop publishing granted new levels of power and control to the layout artist and graphic designer, but it hasn't made the process of getting the perfect print foolproof. Sometimes managing the disparate elements of fonts, images, colors, and more, while dealing with the quirks of page-layout applications makes even the bravest designer and production editor long for the hands-on days of moveable type. Creating a great layout on your monitor is only half the battle; how do you make it work on paper? Print production expert Claudia McCue takes on the

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challenge of putting ink to paper, offering clear, authoritative guidance to print professionals and anyone else who has been frustrated by the obstacles of getting electronic documents to print perfectly. This new edition of Claudia's classic book is now fully Adobe-centric, and shows readers how to use the different applications in the Adobe Creative Suite 4 together to create and produce great print documents. Use Photoshop and Illustrator to create raster and vector images, and combine them with text in InDesign to create eye-catching yet readable page layouts. Learn the ins and outs of fonts, and gain a better understanding of how ink and paper work together. Finally, "preflight" or prepare your job for

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submission to a printer to make sure the printing process goes off without a hitch.

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

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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.

The fastest, easiest, most comprehensive way to learn Adobe InDesign CC 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,

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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. 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, go to 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

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files for the students." Barbara Binder, Adobe Certified Instructor Rocky Mountain Training Palace intrigue, dark magic, and terrifying secrets drive the beautifully written standalone novel *Fire Dance*, set in the world of *Last Song Before Night*. Espionage, diplomacy, conspiracy, passion, and power are the sensuously choreographed steps of the soaring new high fantasy novel by Ilana C. Myer, one woman's epic mission to stop a magical conflagration. Lin, newly initiated in the art of otherworldly enchantments, is sent to aid her homeland's allies against savage attacks from the Fire Dancers: mysterious practitioners of strange and deadly magic. Forced to step into a dangerous waltz of tradition,

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treachery, and palace secrets, Lin must also race the ticking clock of her own rapidly dwindling life to learn the truth of the Fire Dancers' war, and how she might prevent death on a scale too terrifying to contemplate. Myer's novel is a symphony of secret towers, desert winds, burning sands, blood and dust. Her prose soars, and fluid movements of the politically charged plot carry the reader toward a shocking crescendo. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Fire Dance

A Complete Course and Compendium of Features

A Guide to Setting Perfect Type

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The Art and Science of Selections, Layers, and Paths
The Official Training Workbook from Adobe Systems,
Inc.

Operina

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

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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.

As the feature list of Adobe Photoshop continues to grow, even users with years of experience can feel overwhelmed by the many tools and methods for selecting or isolating parts of an image. Layers,

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channels, paths, clipping masks, layer masks, vector masks, the Pen tool, Magic Wand, and so on — all let users work on specific regions of an image, but in fundamentally different ways. Making clean, efficient selections are essential skills for any Photoshop user, whether a graphic designer, professional photographer, or hobbyist. Graphic designer, teacher, and Photoshop expert Nigel French saves you hours of frustration by illuminating the best selection tools and techniques for specific tasks, and the most flexible approaches to correcting and editing images in Photoshop. Using step-by-step

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examples, this book clarifies often-misunderstood selection methods, shows which masks best select a range of tone or color, and demonstrates how the right tools and techniques can help transform even the most mediocre picture into a polished image, saving you hours of time. • Learn the fundamentals of making selections, and when to choose which method • Blend images and replace backgrounds using layer, vector, and channel masks • Correct color and exposure using adjustment layers • Make next-to-impossible hair selections with channel masks • Create a non-destructive workflow, giving

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you total creative freedom

Artist Tim Pond's lively and engaging book fuses science with art, providing the reader with the skills, techniques and knowledge they need to create sketches of animals filled with life and movement. There are some very good books written on life drawing, yet when it comes to drawing wildlife, illustrators and artists often revert to working solely from photographs, which can leave the artwork looking lifeless and flat. In this inspirational book, artist Tim Pond shows you how to observe and draw animals in zoos, farms, wildlife parks and aquariums,

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teaching you some fascinating facts about the animals along the way and ultimately bringing you closer to nature. One of the challenges with sketching wildlife is that animals are constantly moving. However by having some basic understanding of the biology of an animal, such as knowing that a duck has a cheek or that a cheetah can't retract its claws, can influence how you might sketch them, and results in a lively drawing that captures the form, movement and ultimately the spirit of the animal in question. Combining scientific knowledge with expert practical guidance is key to

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creating successful drawings of animals, and Tim's ability to convey this in a way that is both accessible and engaging makes this a unique and inspiring guide suitable for artists of all levels. Tim's book takes you on a journey of discovery that will enable you to develop the skills, techniques and knowledge you need to sketch a broad range of wildlife, encompassing mammals, reptiles, birds, fish and insects. It includes quick, gestural sketches as well as linear and tonal studies, in a variety of media - pencil, pen and ink, and watercolour. There are numerous studies comprising how to represent the

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different patterns of animals' coats, how to capture the plumage of an exotic bird in watercolour, and how to sketch a hippo's hooves, as well as guidance on tools, materials and basic techniques. The result is a treasure chest of fascinating facts, studies, sketches and annotated drawings that will not fail to ignite your enthusiasm for drawing animals from life. The Art of Type and Typography is an introduction to the art and rules of typography. Incorporating the industry standard—InDesign—for typesetting from the outset, this book serves as a guide for beginning students to learn to set type properly through

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tutorials, activities, and examples of student work. Encompassing the history of typography from ancient times to widespread modern use, *The Art of Type and Typography* provides context and fosters creativity while developing key concepts, including: The history of type; Terminology; Classification; Measurement; Spacing; Alignment; Legibility; Hierarchy; Layout and Grids; Page Elements; InDesign tools and style sheets. Writing clearly and to the point, Mary Jo Krynski brings over 30 years of design experience to this essential guide. With a glossary, sample class activities, additional online

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resources and a beautiful clean design, this book is the perfect introduction for a beginning typography student, and a handy reference for those needing a refresher.

Adobe InDesign 2.0. Classroom in a Book. Englische Ausgabe.

Explorations in Use and Practice

Adobe Photoshop Unmasked

A Step-By-Step Guide to Designing and Typesetting
Your Own Book Using Adobe Indesign

Real World Print Production with Adobe Creative
Cloud

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Book Design Made Simple

"Thinking with Type is to typography what Stephen Hawking's A Brief History of Time is to physics."—I Love Typography The best-selling Thinking with Type in a revised and expanded second edition: Thinking with Type is the definitive guide to using typography in visual communication. Ellen Lupton provides clear and focused guidance on how letters, words, and paragraphs should be aligned, spaced, ordered, and shaped. The book covers all typography essentials, from typefaces and type families, to kerning and tracking, to using a grid. Visual examples show how to be inventive within systems of typographic form, including what the rules are, and how to break them. This revised edition includes forty-eight pages of

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