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Adobe FAQ "The Portable Adobe Helpdesk"

Adobe FAQ is your personal technical support volume for Adobe applications and technology. This 800-page book merges portability with an encyclopedic listing of the most Frequently Asked Questions by Adobe users. Each of the more than 5,000 articles have been tested, researched, and authored by literally hundreds of Adobe employees over the past three years. *Adobe FAQ* includes an entire database of FAQs from Adobe's Customer Support team, a compilation of the Q&A section from *Adobe Magazine*, tips, techniques, and the complete ftp site from www.adobe.com on the companion CD.

Adobe FAQ covers Acrobat, After Effects, FrameMaker, Illustrator, PageMaker, PageMill, SiteMill, Persuasion, Photoshop, Adobe PostScript, Premiere, as well as a section on General OS issues. The book supports Mac OS, Windows, and UNIX.

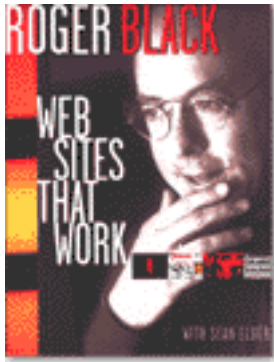
The CD contains the entire printed book in Acrobat format. It also contains the UFAQ, or Unabridged FAQ, a completely separate 1,300 page book in Acrobat format. The CD includes Adobe's ftp file library, and a free Acrobat Reader with Search to view, print, or search the over 2.5 million words on the CD.

Adobe FAQ

US\$50

ISBN: 1-56830-372-6

792 pages, paperback, CD included



Web Sites That Work
by Roger Black, with Sean Elder

Web Sites That Work, by celebrated designer Roger Black, with Sean Elder, Web reviewer for *The New Yorker*, brings Black's unique practical wisdom and his years of hands-on experience in design to the fiercely competitive arena of the Web. Aimed at site creators, graphic designers, corporate managers, and advertising agencies, *Web Sites That Work* combines a sophisticated aesthetic with a practical approach to understanding the Web. In his forthright manner, Black explains how technology and design have affected one another over the decades, and how to use that knowledge to create effective, eye-catching Web design. Opinionated, blunt, wise, and funny, this book is pure Roger Black speaking out on what works. Full color. Over 200 illustrations.

Web Sites That Work

US\$45

ISBN: 1-56830-346-7

240 pages, paperback, Full-color text

Visit the book-companion [Web site](#).



From Paper to Web: How to Make Information Instantly Accessible
by Tony McKinley

As the Information Age progresses, information providers and users within business, education, and government find themselves moving in two distinct directions: paper documents that are increasing in quantity and sophistication while the Net advances into virtual worlds of instant access and information containers. *From Paper to Web* presents solutions based on Adobe(R) Acrobat(R)'s ability to merge the two worlds into a common, usable information management tool. Focusing on the unique capabilities of Acrobat, including its Capture OCR functionality, Tony McKinley meticulously documents the process of building these new digital libraries. The result is an indispensable book for publishing professionals, technology consultants, Web teams, information integrators, and mission critical management.

From Paper to Web melds the paper page with the developments of the Net as PDF and HTML complement each other and embellish the global digital library. McKinley offers instruction on text searches, document management, and information retrieval techniques. His decades of imaging experience, coupled with successful case studies, will help answer one of the more perplexing problems of our maturing information society: What do we do with all this paper?

"Tony McKinley is right there, riding the crest of a trend-wave. From his perspective, he can see which direction the information management world is heading."

- Andy Moore, Editor-in-chief, *Imaging World*.

From Paper to Web

US\$45, \$ 63.95 Canada, £41.50 Net UK (inc VAT)

ISBN: 1-56830-345-9

312 pages; paperback

Visit the book-companion [Web site](#).



PageMaker Scripting: a Guide to Desktop Automation by Hans Hansen

Scripting Techniques that Automate Publishing

This book will change the way you think about your computer and the way you approach your publishing projects! Adobe PageMaker(R) has a powerful scripting engine that lets you automate every command, task, and option possible. From opening and closing documents to complex reformatting tasks - the secret to productivity is to let PageMaker and your computer do the work.

PageMaker Scripting covers everything you need to quickly begin automating every Adobe PageMaker function possible, no matter your experience. From beginning basics to a detailed publishing project, PageMaker Scripting reveals insights into the workings of PageMaker that can be completely automated. And PageMaker Scripting contains a detailed reference, so as your automation prowess advances so does the book's usefulness.

About PageMaker Scripting

To learn how to optimize Adobe PageMaker scripting you'll need: PageMaker Scripting includes a CD with all of the book's scripts, a broad selection of template and sample scripts created by the author for productivity gains, Acrobat PDF versions of the scripting commands, and more. Partitioned for both Windows 95 and Macintosh users of Adobe PageMaker.

PageMaker Scripting: a guide to Desktop Automation

US\$45, \$63.95 Canada, £41.50 Net UK (inc VAT)

ISBN: 1-56830-318-1

600 pages; paper; CD included; for Windows 95 and Macintosh

Check out the companion [Web site!](#)



Kids do the Web

by Cynthia Bix, Mary Anne Petrillo, Tom Morgan, & John Miller

A full-color, graphic-filled guided tour of how kids and teens are creating unique communities on the Web. Any how easy it is to do. *Kids do the Web* is a one-of-a-kind book for kids, teens, parents, and teachers, anyone involved in the Web and how it is affecting the education of today's youth. With over 40 "case studies" of high schools, elementary schools, and individual sites - all created by or for kids - plus tips and techniques for the creation of Web sites using a broad array of Adobe software, this full-color book will inspire and incite today's youth to take advantage of what the Web really offers. The common theme of "Creating is more Fun than Browsing" runs throughout the book in an effort to help kids and teens do more than just browse, but to form teams of friends and classroom to help pull their communities together.

Kids do the Web

US\$25, \$35.95 Canada, £22.95 Net UK

ISBN: 1-56830-315-7

208 pages, paperbound, 9 x 9 format



Interactivity By Design

By Amy Satran and Ray Kristof

By concentrating on what's unique about designing for the computer screen, *Interactivity By Design* gives communicators with or without experience in new media a foundation for designing interactive products.

"A gift to the industry. By focusing on design instead of technology, Interactivity By Design proves that what matters is the message, not the medium."

- Joe J Evans, Multimedia Design Director, Arthur Andersen & Co., SC

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- Communication Arts, January 1996

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US\$40, \$54.95 Canada, £30.95 Net U.K.

ISBN: 1-56830-221-5

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Branding With Type

By Stephen Røeigenr, Albert Jan-Pool, and Ursula Packhäuser

Branding With Type reasserts what communication veterans have known for decades - type sells, be it a magazine ad, an Internet site, or a billboard. Translated from an original German edition, *Branding with Type* examines and chronicles the branding powers of type.

"In less than 120 pages, Branding With Type introduces you to a deeper, more sophisticated study of typography than most desktop publishing books."

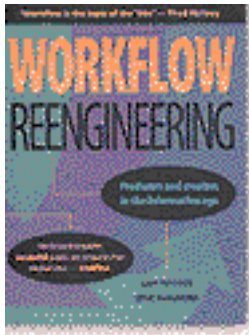
- Roger C. Parker, MacMonitor, January 1996

Branding With Type

US\$18, \$25.00 Canada, £16.50 Net U.K.

ISBN: 1-56830-248-7

128 pages, paperbound



Workflow Reengineering

By Gary Poyssick and Steve Hannaford

Workflow has become the centerpiece of management rationale in the graphic arts industry. *Workflow Reengineering* focuses on how workflow improvements, not new machines and more RAM, can improve quality, increase productivity, and raise profitability anywhere from 3 percent to 40 percent. While the authors concentrate on the ink-on-paper industry, *Workflow Reengineering* has broad implications for any graphic arts business, including the Internet.

"In the great scheme of digital prepress, workflow isn't just something, it's the only thing. Workflow isn't just a cable with two plugs on the ends, it's the totality of communication, transportation, and productivity of and among people, machines, and programs. Steve Hannaford and Gary Poyssick have made a major contribution to prepress efficiency by making this subject a book. Workflow is an issue whose time has come."

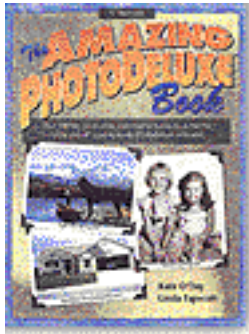
- Frank J. Romano, College of Imaging Arts and Sciences, Rochester Institute of Technology

Workflow Reengineering

US\$30, \$40.95 Canada, £26.95 Net U.K.

ISBN: 1-56830-265-7

274 pages, paperbound



The Amazing PhotoDeluxe Book

By Kate O'Day and Linda Tapscott

Whoa! Get ready to explore Adobe's newest product, Adobe PhotoDeluxe, the easiest way to modify, personalize, and even create your own photos.

The Amazing PhotoDeluxe Book is chock-full of examples, tips, variations on a theme, and countless ways to have fun, be productive, or get creative. So go ahead and make your brother fatter - it's easy - give him a few more wrinkles, too! Don't like the color of your house - paint it without lifting a brush. Never been to Egypt? No problem - shake the President's hand in front of the Pyramids. All of this can be done with your family photos, Adobe PhotoDeluxe, and *The Amazing PhotoDeluxe Book*.

This book shows you how. The authors begin with the fundamental techniques to master PhotoDeluxe software's already intuitive program. Then they offer more than 40 "things-you-can-do-today" techniques, including fattening up your sibling. There's information on how to get your printed photos into digital format, how to hook up to a digital camera, how to print, and even information about how to create GIF and PDF files for the Web and the Internet. Simply amazing!

The Amazing PhotoDeluxe Book

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- Charles M. Geschke, President, Adobe Systems Incorporated

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By Gordon Kent

Internet Publishing with Acrobat does not advocate PDF over HTML. Rather it advocates choosing the proper file format for the content being published. In order to make that decision, you need information on PDF and Adobe Acrobat 3. Internet Publishing with Acrobat is a reference work designed expressly for quick access to technical material with an emphasis on tables and matrices. Besides an in-depth chapter on Troubleshooting, a full Appendix, and countless cross-references and URLs for further research, Internet Publishing with Acrobat includes among other topics:

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- Selecting PDF page dimensions
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- PDF Forms
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- PDF creation techniques

Internet Publishing With Acrobat

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ISBN: 1-56830-300-9

408 pages, paperbound

Check out the companion [Web site!](#)



Stop Stealing Sheep

By Erik Spiekermann and E.M. Ginger

Frederick Goudy once said, "Anyone who would letterspace lower case would steal sheep." Thus begins the most acclaimed, rewarding, and lively guidebook into the world of type and design published today. Herewith are the common sense explanations of what type is, and how to use it to your advantage. *Stop Stealing Sheep* is a classic. It is a standard textbook in countless graphic design and communication art classes in universities around the world. One of the winners of the 16th Annual, American Center for Design's 100 Show, this book is gorgeously illustrative and printed in eight different spot colors. Simply a must-have.

"A gentle little introduction to a field, publishing, into which the computer has dropped a lot of unsuspecting souls in the last few years."

- *The New York Times*

"Beneath its attractive and engaging surface lays a wealth of typographic knowledge, advice, and wisdom that readers will absorb without feeling they are being lectured."

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"While essentially a user's guide to typographic aesthetics in the computer age, it is also the first philosophic tract on contemporary usage."

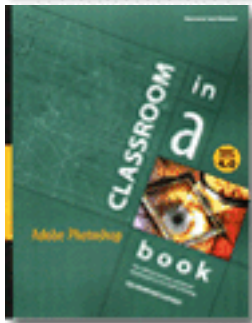
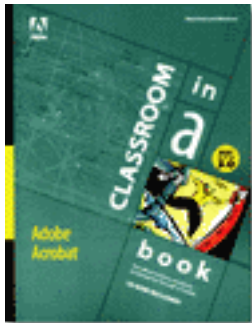
- *AIGA Journal of Graphic Design*

Stop Stealing Sheep & Find Out How Type Works

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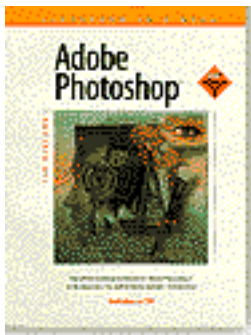
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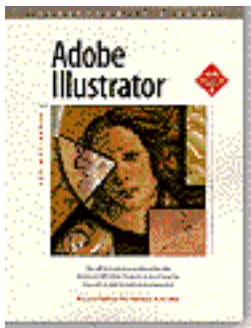


The CLASSIC CLASSROOM in a BOOK

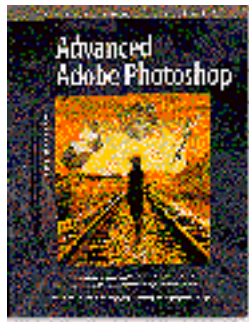
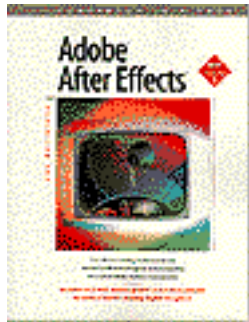
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is used by professional training companies, universities, corporations, and businesses around the world to teach users how to master the latest features of Adobe's powerful applications. It covers Adobe Photoshop(R), Adobe Illustrator(R), Adobe Premiere(R), Adobe After Effects(TM), and Adobe FrameMaker(R) on Macintosh and Windows platforms.

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