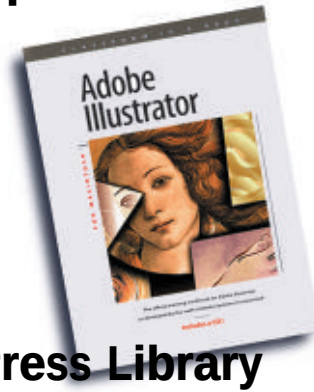
Adobe Press

Books in Print 1994

Books to master the art and technology of digital communications.

- What is Adobe Press?
- The Professional Studio Techniques series
- Classroom in a Book™ series
- Classic Titles from the Adobe Press Library
- How to Purchase Adobe Press Books



Adobe Press

"They are extraordinarily attractive books, but their beauty is not limited to appearances; it's textual as well. We're still reading them, dipping in here and there, thinking about the comments, then dipping back in again."

Charles Ackerman, Computer Publishing Update

Begun in 1992, Adobe Press is a joint venture between Adobe Systems Incorporated and Hayden Books, a division of Macmillan Computer Publishing. The Adobe Press charter is to develop books of merit on the products and technology of Adobe Systems.

The books are written, designed, tested, and produced by the Senior Art Directors, Engineers, Scientists, Typographers, and Product Managers of Adobe Systems Incorporated.

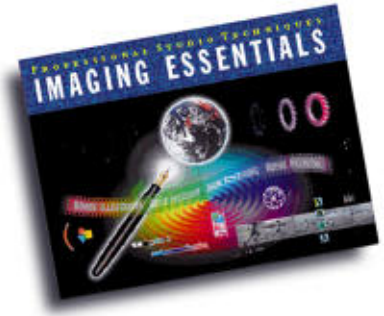
Each book goes through a year-long cycle of writing, testing, and development to ensure that Adobe Press books have a shelf-life longer than the next current computer fad. The art of communicating — whether through graphic design, typography, photography and video, or digital documents (such as this one) — deserves books that respect the reader, the art form, and the technology.

Our publisher, Hayden Books, a notable purveyor of fine books in their own right, sells and markets Adobe Press books to bookstores, software outlets, and other other retail and educational channels throughout the world. Adobe Press books have been translated into Japanese, French and German.

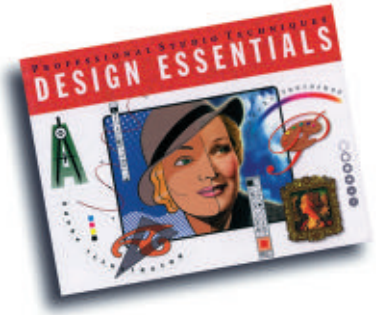
Professional Studio Techniques Series

Designed and written by designers for designers.

Imaging Essentials



Design Essentials



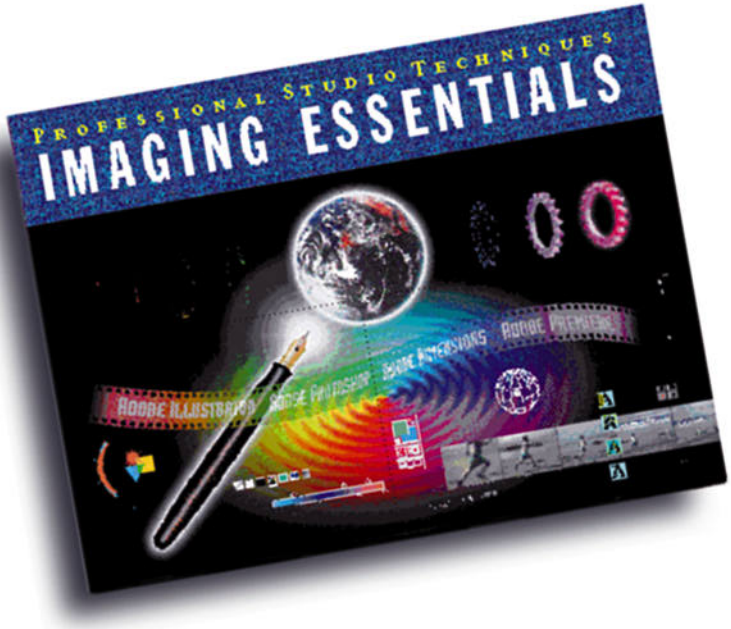
Adobe Illustrator™
be Photoshop™
be Dimensions™
be Premiere™
Adobe Originals™
be Streamline™
be Type Library
Adobe Separator™

IMAGING ESSENTIALS

"Dozens of techniques thoroughly illustrated and explained, in clear, matter of fact prose. ... Users of Adobe Photoshop, Illustrator, and Dimensions will find this an invaluable reference and want to keep it close to their mousepads."

Communication Arts
March/April, 1994

Imaging Essentials takes the reader one step closer toward mastering the digital design tools available to graphic designers, photographers, and illustrators by using illustrated step-by-step procedures that lead to the creation of complex studio effects.



- Numerous charts and tables allow the user to customize techniques for varying circumstances.

- Hundreds of full-color illustrations guide the user through illustrated step-by-step instructions

- Includes a comprehensive 9-page technique for color correction using Adobe Photoshop

Pricing and
Ordering Information

DESIGN ESSENTIALS

"If you use Adobe Illustrator or Adobe Photoshop and want to learn how to make the most of them, you can't do any better than Design Essentials. The concise text is direct, and the step-by-step illustrations are superb."

MacUser Magazine (5 Mice Award)

International award-winning best-seller with over 100,000 books in print!

Design Essentials is a collection of time-saving tips and techniques for graphic designers, illustrators, and photographers.

- Discover the complex studio effects you can create by combining Adobe Illustrator and Adobe Photoshop together.

- Over forty illustrated, step-by-step procedures for creating graphic and photographic effects.

- Includes an 8-page section on Duotones, Tritones, and Quadtones

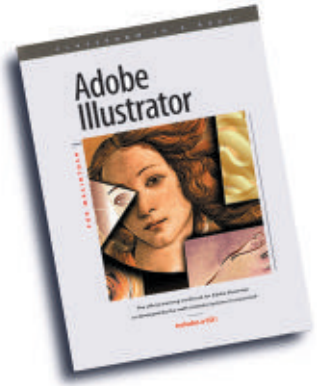
Pricing and Ordering Information

CLASSROOM IN A BOOK series

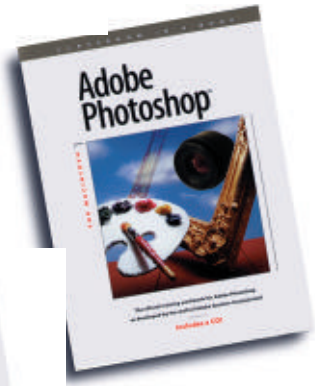
Unique, hands-on training program that combines a complete computer training class as well as a CD-ROM disc, all within a 256-page book!

Available in both Macintosh and Windows versions.

- **Adobe Illustrator™**



- **Adobe Photoshop™**



- **Adobe Premiere™**

CLASSROOM IN A BOOK: ADOBE ILLUSTRATOR

Designed as a self-paced tutorial, this book has over 40 hours of detailed instructional coverage on Illustrator.

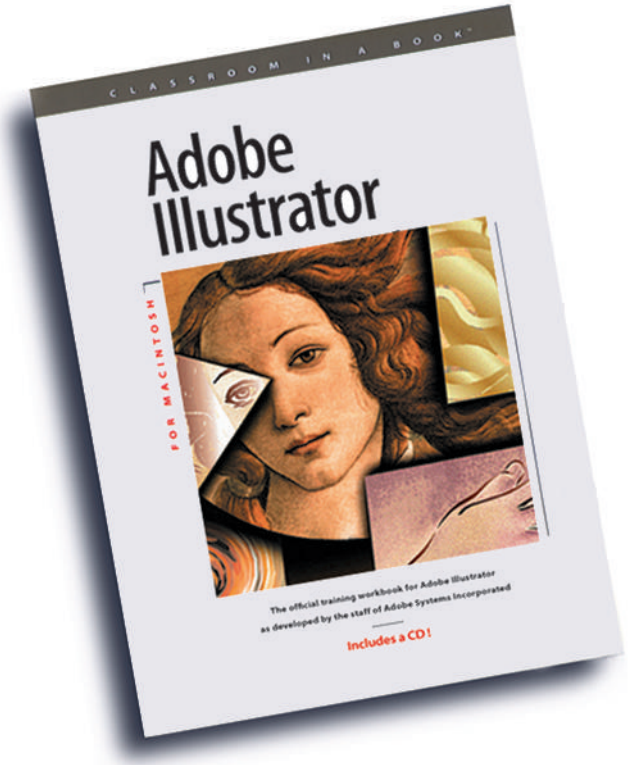
Each lesson was lab-tested by actual students not once, but on three separate occasions.

Includes Adobe Acrobat Reader software!

The ALL-IN-ONE training program in a single book, introduces you to the new tools and features of the world's leading illustration and page design program. Completely up-to-date with Illustrator 5 (or greater), with over twelve hands-on lesson files.

The CD-ROM includes:

- All the lesson files covered in the book for you to use, in full color
- Special QuickTime instructional movies, that show you exactly how to perform complicated tasks
- Adobe Acrobat Reader software, a $50 retail value, to view Adobe's training program literature



Pricing and Ordering Information

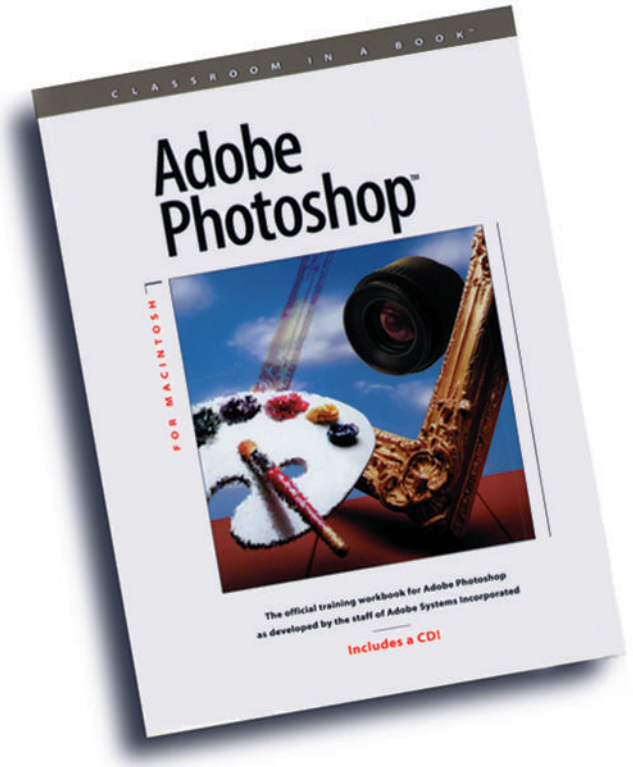
CLASSROOM IN A BOOK: ADOBE PHOTOSHOP

Discover the books that have become corporate standards in software training in over a dozen businesses including Disney.

Covers Adobe Photoshop 2.5 or greater.

Available for both Mac and Windows versions!

The International best-seller that has been translated in Japanese, German, and French editions continues to give Photoshop users immediate information in a format so simplified that even power users have discovered new ways to use the world's most popular photo design and production tool.



The CD-ROM includes:
• All the lesson files covered in the book for you to use, in full color

Includes the creation of four special project lessons:
• Advertisement; • Annual Report;
• Wine Label; • Trade Show Poster

Pricing and Ordering Information

CLASSROOM IN A BOOK: ADOBE PREMIERE

"Why was this book so good? Great clip projects with substance, easy to follow instructions, logical sequence of learning, in-depth detail and technique. I feel that I have gained significant skills to be productive and creative."

Douglas Mitchell
Apple Training Alliance

Covers Adobe Premiere versions 2.5, 3.0 or later!

Never have a book and a CD disc worked so well together! Twenty tutorial lessons give you the professional touch you need for editing movies and video.

Topics covered include:

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- Advanced Editing
- Creating VideoTape
- Special Effects
- Creating Titles
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- Superimposed Clips

The CD disc includes over a half dozen movies created expressly for this book/CD combination.

Pricing and Ordering Information

Classics from the Adobe Press Library

Reviewers from the NY Times, AIGA, and Byte Magazine agree on one thing:

These books should be a part of your library.

Stop Stealing Sheep

& find out how type works

Beyond Paper

Adobe Acrobat

PostScript Screening

Adobe Accurate Screens

STOP STEALING SHEEP

& find out how type works

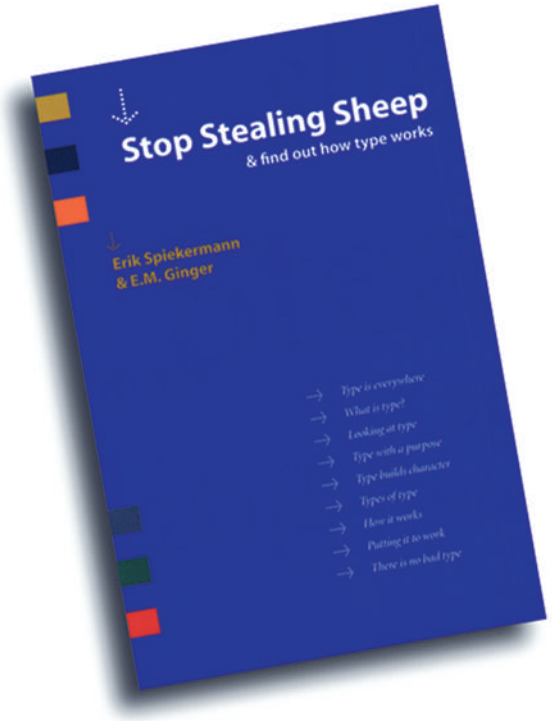
Frederic Goudy, the American type designer, once said, "Anyone who would letterspace lower case would steal sheep." From this eccentric quote authors Spiekermann & Ginger take you on a whirlwind tour through the world of type you'll never forget.

We shepherd the Reviewer's comments for you.

"A gentle little introduction to a field, publishing, which the computer has dropped a lot of unsuspecting souls in the last few years. There are examples of typography…much advice and many aphorisms." NY TIMES

"The most intellectually stimulating book on type recently… essentially a user's guide to typographic aesthetics in the the computer age." AIGA

"In this charming little book, the authors treat type as the lowest common denominator in every computer user's work."
STEP BY STEP MAGAZINE



Pricing and Ordering Information

BEYOND PAPER

a guide to Adobe Acrobat™

”I couldn’t put Beyond Paper down it was so exciting, because I could see at every turn how Kemper Financials office could work better. The next week, I spent most of my time and energy explaining Acrobat to my colleagues.“

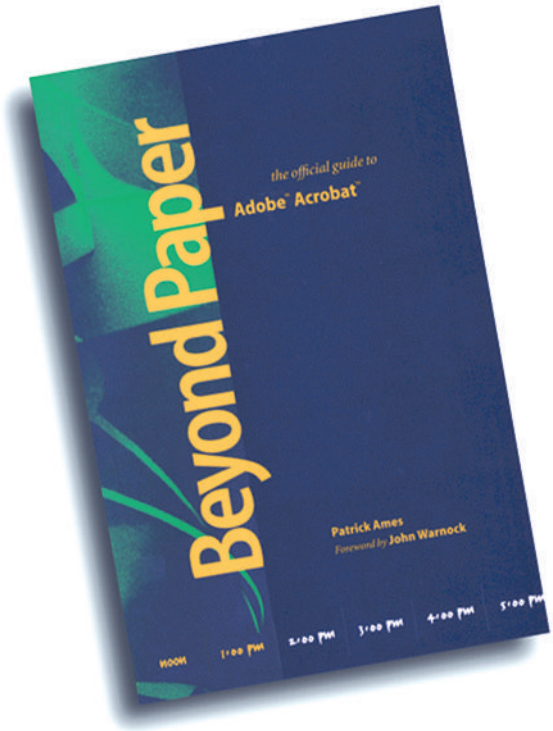
a Senior Vice President, Kemper Financial Services, Inc.c.

The future of communications begins here.

Adobe Acrobat, the revolutionary new technology from Adobe Systems, is the most exciting look into the future that actually exists today. Beyond Paper describes not only the technology but how you can use it today, in simple scenarios and entertaining clips.

You’ll learn how to exchange fully formatted, electronic documents with other computer users, regardless of hardware platforms, operating systems, or application software.

For users of all skill levels including DOS, Windows, and Macintosh.



Pricing and Ordering Information

POSTSCRIPT™ SCREENING

Adobe Accurate Screens

”PostScript Screening is the best introduction to the whole subject of visual screening, halftones, and so forth, that I have yet seen.“

Jerry Pournelle, BYTE Magazine

Dedicated to the dot.

”Accurate, to the point, and comprehensive, Peter Fink artfully illustrates how to use and optimize Adobe’s powerful new screening technology to resolve the many technical riddles of high quality color print production through PostScript imagesetters.”

Paul Beyer, VP, JCH Group, Inc

PostScript Screening is an ideal book for anyone working with color production on the desktop. The first and only book that explains the screening technology that is a standard part of the PostScript language in a graphic arts prepress and production context.

Pricing and Ordering Information

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