On
the
cutting
edge
of
visual
communication
for
creative
professionals.

# Hayden
# Books

**Hayden Books**

## Mission Statement

To be the preferred publisher of computer-related reference product for professionals who design, create, deliver, manage, and distribute creative works, including all forms of electronic and print media.

## Table of Contents

### Adobe Persuasion: Classroom in a Book

Nothing gets a message across like an effective presentation. With this comprehensive guide, readers get easy, step-by-step instructions on how to use Adobe Persuasion to create compelling presentations with 35mm slides, charts, overheads, on-screen presentations and more! Plus, Adobe Persuasion's "Web Presenter" teaches how to develop innovative Web and intranet presentations.

- CD-ROM includes all sample graphics, text, images and shareware used in each lesson...plus tips on using Persuasion for Web/intranet presentations and more
- Tells how to use audio, video, and animation to create "active" presentations
- Explains how Persuasion's charting capabilities can turn numerical data into images that tell a story

*Adobe Press*
1-56830-316-5 ■ $40.00 USA/$56.95 CDN
192 pp., 6 7/8 x 9, Covers Latest Version for PC and Macintosh, Intermediate - Advanced
*Available November 1996*

### Designing Business

Provides the design/business communities with a new way of thinking about how the right design can be a strategic business advantage. It is the definitive guide to presenting a business identity through the use of traditional media vehicles and emerging technologies.

- CD-ROM (dual-platform) exhibits interactive prototypes of multimedia brochures, interactive television, and Web sites as developed by Clement Mok designs Inc., one of the most sought after interactive design agencies in the world
- Shows how effective communication is one way to out-think, out-plan, and out-perform the competition

*Clement Mok*
1-56830-282-7 ■ $60.00 USA/$81.95 CDN
264 pp., 8 x 10, Covers PC and Macintosh, New - Expert
*Available Now*

"Corporations and two-person start-up companies are vying for the same customer, and corporate size is not a barrier to entry. This is where Clement's book is so vital."

Charles Geschke,
Adobe System's President

*Inside Spread from* **Designing Business**
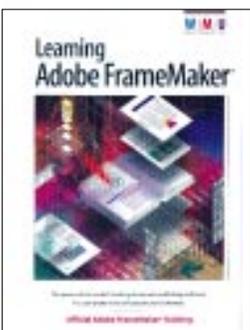
### Learning Adobe FrameMaker

This is the first comprehensive, up-to-date guide covering Adobe FrameMaker 5.0 for Macintosh, Windows, and UNIX. FrameMaker is not an intuitive product, it is a high-level and complex software program.

- Learn how to import, integrate, expand, and customize data with this powerful document publishing software
- Provides essential instructions and insights to users of Adobe FrameMaker by taking them through a self-paced tutorial approach

*Adobe Systems Development Team*
1-56830-290-8 ■ $60.00 USA/$81.95 CDN
576 pp., 8 1/2 x 11, Covers Release 5.0 for PC, Macintosh and UNIX, Accomplished - Expert
*Available Now*
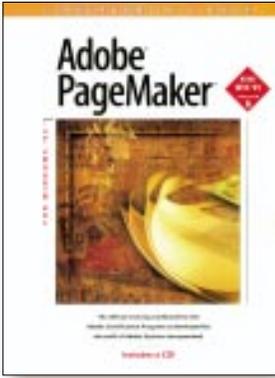
### Adobe Pagemaker for Windows: Classroom in a Book

This sequel to the first edition of *Adobe Pagemaker Classroom in a Book* is the first title on the market that focuses entirely on Adobe Pagemaker 6.0 software. This book is designed to provide the user with the most comprehensive, detailed information available about the most popular desktop publishing software package available. It is the official training workbook of Adobe Systems.

- CD-ROM is filled with sample lessons and projects
- Explores color management, import graphics, understanding outputs, fonts, and story editing

*Adobe Press*
1-56830-184-7 ■ $45.00 USA/$61.95 CDN
300 pp., 8 1/2 x 11, Covers Adobe PageMaker Version 6 for Windows 95, New - Casual - Accomplished
*Available Now*

### Advanced Adobe PageMaker for Windows 95: Classroom in a Book

This sequel to the first edition of *Adobe PageMaker Classroom in a Book* is the first title on the market that focuses entirely on Adobe PageMaker 6.0 software at an advanced level. This book is designed to provide the advanced user with the most comprehensive, detailed information available about the most popular desktop publishing software package available.

- CD-ROM includes tutorials, practice lessons, and special projects

*Adobe Press*
1-56830-262-2 ■ $50.00 USA/$68.95 CDN
312 pp., 8 1/2 x 11, Covers Version 6.0 for Windows 95, Intermediate - Advanced
*Available Now*
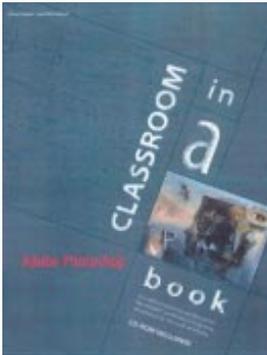
### Adobe Photoshop: Classroom in a Book

This official Adobe Press Classroom book teaches readers in an easy-to-follow, self-paced format all the new Adobe Photoshop tips and tricks...including how to use Web graphics features like image creation and optimization. Users can fully comprehend the complexities of this popular image software in a matter of hours!

- CD-ROM contains sample graphics, text, plug-ins and filters, tutorial software, tips on using Photoshop for Web graphics, and multimedia movies showing techniques in a visual format
- Explains Photoshop's new features with redesigned CIAB format and design
- Full-color signature illustrates advanced Photoshop tips and techniques

*Adobe Press*
1-56830-317-3 ■ $45.00 USA/$63.95 CDN
360 pp., 6 7/8 x 9, Covers Latest Version for Windows and Macintosh, Intermediate - Advanced
*Available October 1996*

### Advanced Adobe Photoshop for Windows: Classroom in a Book

As the most advanced title on Photoshop, this official Adobe guide helps users unleash the full potential of the latest version. Expert tips and techniques are reinforced by hands-on projects covering the powerful features of Photoshop.

- CD-ROM includes special project lessons and samples of Photoshop tools and features

*Adobe Press*
1-56830-116-2 ■ $50.00 USA/$68.95 CDN
208 pp., 8 1/2 x 11, Covers Version 3 for Windows, Intermediate - Advanced
*Available Now*

### Branding with Type

This book will help graphic designers and business mangers understand how to brand their company, products, and corporate identity by using typography.

- Includes examples of actual magazine advertising pages
- Explains the role type plays in sales, marketing, and advertising

*Stefan Rogener, et al.*
1-56830-248-7 ■ $18.00 USA/$24.95 CDN
120 pp., 5 1/4 x 8 3/4, Covers Typography for PC and Macintosh, Beginning - Intermediate
*Available Now*

### The Complete Guide to Trapping, Second Edition

From conventional film trapping to state-of-the-art software techniques, *The Complete Guide to Trapping, Second Edition* covers it all. No other book offers as in-depth comprehensive coverage of this vital prepress technique.

- Disk includes an interactive animated tutorial which clearly explains color trapping techniques using diagrams and illustrations
- Uses helpful illustrations and charts to clarify complex trapping procedures

*Brian P. Lawler*
1-56830-098-0 ■ $30.00 USA/$40.95 CDN
155 pp., 7 3/8 x 9 1/8, Covers Trapping for PC and Macintosh, Casual - Advanced
*Available Now*

### Digital Prepress Complete

This issues-oriented, troubleshooting, problem-solving approach concentrates on getting the job done and keeping an eye on the bottom line. Integrated coverage of color, preflighting, and press issues throughout the book help readers make the right choices the first time through.

*Fenton, Klopfenstein, O'Quinn & LeClair*
1-56830-328-9 ■ $50.00 USA/$70.95 CDN
800 pp., 7 3/8 x 9 1/8, Covers Windows and Macintosh, Accomplished - Expert
*Available December 1996*
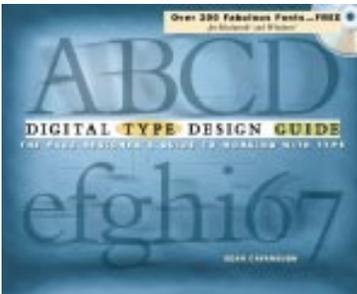
### Digital Type Design Guide

This is the page designer's guide to working with type. This book will help you give your work a more professional look as you explore technical and artistic considerations for type––a must for designers.

- CD-ROM contains useful font utilities and 220 professional-quality text and display fonts in both TrueType and PostScript Type 1 formats for Macintosh and Windows
- Takes an aesthetic and technical approach to typography
- Includes screen shots and step-by-step examples
- Install fonts on Macintosh and Windows 95

*Sean Cavanaugh*
1-56830-190-1 ■ $45.00 USA/$61.95 CDN
288 pp., 10 x 8, Covers Typography for PC and Macintosh, Beginning - Intermediate
*Available Now*

"Anyone even remotely interested in type and design needs this book. The CD alone is worth much more than the cover price."

*John C. Dvorak, Columnist*

*Inside Spread from* **Digital Type Design Guide**
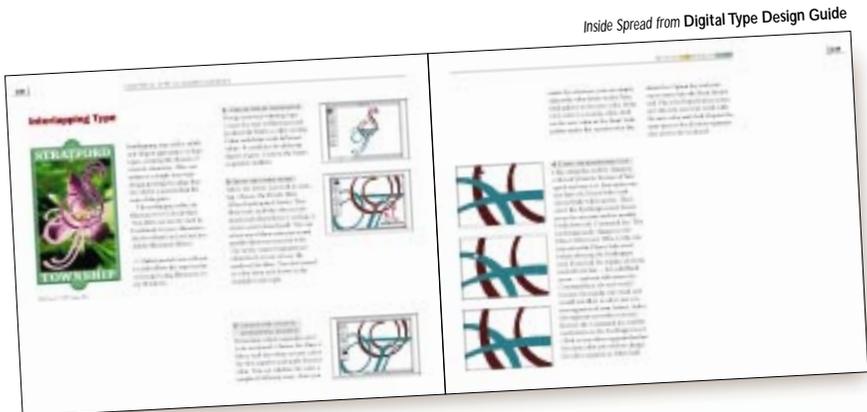
The critically acclaimed *Professional Studio Techniques* books are available individually or as a money-saving bundle, including *Design Essentials, Second Edition, Imaging Essentials,* and *Production Essentials.*

1-56830-264-9 ■ $99.00 USA/$139.95 CDN
*Available Now*

## Design Essentials, Second Edition
The updated and revised edition of this award-winning title covers all the features of the latest versions of Adobe Illustrator and Photoshop. Readers get an illustrated step-by-step guide to creating graphic effects—ideal for graphics professionals!

- Steps to creating over 40 techniques used by designers, illustrators, and photographers
- Provides tips and advice for timesaving shortcuts—great for those with urgent deadlines
- Covers blending, textures, duotones, printing, special effects, and more

*Adobe Press*
1-56830-093-X ■ $40.00 USA/$54.95 CDN

103 pp., 12 x 9, Covers Illustrator 5.5 & Photoshop 3 for Windows and Macintosh, Beginning - Intermediate - Advanced
*Available Now*

## Imaging Essentials
Adobe's definitive book on its entire line of imaging software and the sequel to the best-selling, critically acclaimed *Design Essentials*!

- Features the same bold format as *Design Essentials*—high-grade paper, full-color pages, and step-by-step information
- Details the latest versions of Adobe's starting line-up: Illustrator, Photoshop, Dimensions, and Premiere

*Luanne Seymour Cohen, et al.*
1-56830-051-4 ■ $39.95 USA/$53.99 CDN

118 pp., 12 x 9, Covers Through Illustrator 5, Photoshop 2.5, Dimensions 1 and Premiere 3 for Windows and Macintosh, Beginning - Intermediate - Advanced
*Available Now*

## Production Essentials
This official Adobe Systems workbook is the only comprehensive guide to professional prepress techniques. Modeled after the award-winning *Design Essentials* and *Imaging Essentials*, it offers a similar brilliant design and dynamic communication of information.

- Packed with full-color illustrations and step-by-step procedures for producing and printing graphic arts
- Covers all the latest tools of Adobe prepress products, including Photoshop, Illustrator, Streamline, Acrobat, and Adobe Type Library

*Adobe Press*
1-56830-124-3 ■ $40.00 USA/$54.95 CDN

119 pp., 12 x 9, Covers Various Software for Windows and Macintosh, Beginning - Intermediate - Advanced
*Available Now*

## PageMaker Creative Techniques
Designers have little time for learning immense software applications. With this unique book, they won't have to—readers get quick access to common PageMaker solutions.

- Step-by-step directions on layout techniques let designers get productive immediately with 150 FlipTip spreads that are easy to access

*Gary Poyssick*
1-56830-170-7 ■ $35.00 USA/$47.95 CDN

320 pp., 8 1/2 x 10 7/8, Covers Version 5 for Macintosh, Casual - Accomplished
*Available Now*

## Stop Stealing Sheep & find out how type works

An entertaining, informative, and educational tour through the most basic unit of communication—type!

- Explains in layman's terms what type is, how to select it, and how to use it to improve communication
- Includes a special Adobe Type offer worth up to $450

*Erik Spiekermann & E.M. Ginger*
0-672-48543-5 ■ $19.95 USA/$26.99 CDN

176 pp., 5 1/2 x 8 1/2, Covers Macintosh, Beginning - Intermediate - Advanced
*Available Now*

## DESIGN/GRAPHICS—Graphics/3D
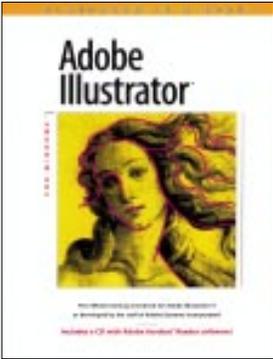
## Adobe Illustrator for Windows: Classroom in a Book

A self-paced seminar straight from the Windows program's designers—developed for individual learning!

- CD-ROM features sample art and electronic images needed to complete the unique studio projects
- 25 separate, in-depth studio projects teach tasks in a very hands-on format
- Features the same training materials Adobe uses in seminars

*Adobe Press*
1-56830-053-0 ■ $44.95 USA/$59.99 CDN

265 pp., 8 1/2 x 11, Covers Version 4.1 for Windows, Beginning - Intermediate
*Available Now*
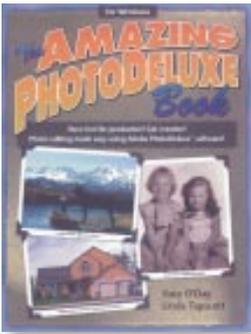
## The Amazing PhotoDeluxe Book for Windows

This exciting new imaging software from Adobe is being touted as "Photoshop for the Home." This step-by-step guide shows users how to have fun, be productive, and be creative with the software by documenting hundreds of special effects.

- Discover the easiest way to enhance, customize, and have fun with your own photos
- Details how to create your own greeting cards, calendars, colorize old photos, adjust pictures, and create family photo albums

*Kate O'Day & Linda Tapscott*
1-56830-286-X ■ $30.00 USA/$40.95 CDN

264 pp., 6 7/8 x 9, Covers PhotoDeluxe 1.0 for Windows, All Users Levels
*Available Now*
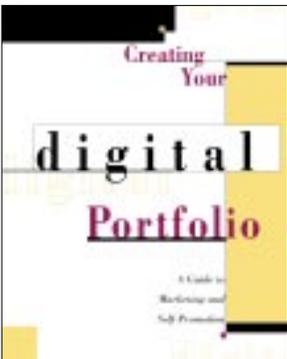
## Creating Your Digital Portfolio—A Guide to Marketing and Self Promotion

Graphic Designers can now learn how to use cutting-edge digital technology to market their creative services in a visually-appealing format that is portable and professional. This comprehensive step-by-step guide takes readers through planning, production, and finishing touches of creating a focused and effective digital portfolio.

- CD-ROM contains starter portfolios, professional examples, and software samples such as KPT QuickShow, and Acrobat
- Tells how to set up a Web site portfolio and burn creative work on a CD-ROM
- Provides readers with a variety of starter layouts that can be customized for their own use

*Cynthia Baron*
1-56830-326-2 ■ $34.99 USA/$49.95 CDN

304 pp., 7 3/8 x 9 1/8, Covers Windows and Macintosh, Accomplished - Expert
*Available November 1996*
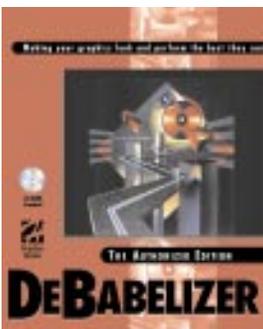
## DeBabelizer: The Authorized Edition

Learn how to optimize images for creative work with DeBabelizer...the essential tool for anyone working with computer graphics. This book is a must for creative professionals specializing in graphic design, Web design, multimedia or game creation. Easy-to-follow, this comprehensive guide offers techniques for using DeBabelizer to produce sharp, high-quality graphic images.

- CD-ROM contains the Lite version of DeBabelizer as well as Photoshop plug-ins and sample graphic images
- Provides extensive visual examples to illustatrate key production techniques in all areas of graphics processing
- Offers techniques for using SuperPalette to optimize images

*Hayden Development Group*
1-56830-324-6 ■ $45.00 USA/$63.95 CDN

192 pp., 7 3/8 x 9 1/8, Covers Version 2.1 for Windows, Macintosh, and UNIX, Accomplished - Expert
*Available November 1996*

## Digital Photography

Expert advice on setting up a digital studio, working with designers, and marketing your art.

- Tips and tricks on managing digital workflow with discussions of output options, including the Web

*Renee LeWinter & Douglas Mitchell*
1-56830-330-0 ■ $45.00 USA/$63.95 CDN 💿

256 pp., 7 3/8 x 9 1/8, Covers Windows and Macintosh, Accomplished - Expert
*Available January 1997*
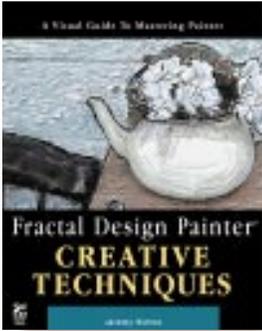
## Fractal Design Painter Creative Techniques

This book explains everything from the simplest Painter tasks, such as sketching and applying paint, to more complex tasks like transforming photos and creating animations.

- Part of the popular *Creative Techniques* series
- Includes award-winning artwork from some of the best Painter artists in the world
- Features step-by-step tutorials and exercises

*Jeremy Sutton*
1-56830-283-5 ■ $40.00 USA/$56.95 CDN

288 pp., 8 x 10, Covers Version 3.0 for PC and Macintosh, Intermediate - Advanced
*Available Now*
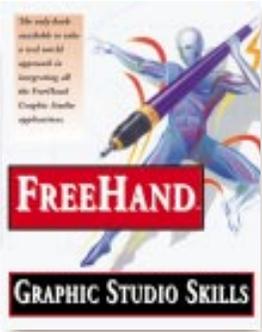
## FreeHand Graphic Studio Skills

This comprehensive tutorial teaches users how to get the most from all four applications in the FreeHand Graphic Studio—FreeHand, xRes, Extreme 3D, and Fontographer.

- CD-ROM includes tutorials from the book, pre-made backgrounds, and demos of Macromedia products
- Provides a concise, step-by-step approach to integrating the FreeHand Graphic Studio applications
- Includes coverage of Shockwave for FreeHand

*William Hurley, Don Parsons & Sebastian Hassinger*
1-56830-302-5 ■ $45.00 USA/$63.95 CDN 💿

400 pp., 7 3/8 x 9 1/8, Covers FreeHand Graphic Studio for PC and Macintosh, Accomplished - Expert
*Available August 1996*

## Infini-D Revealed

Infini-D's power and ease-of-use make it the standard for creating 3D images in a variety of medium, and this comprehensive tutorial shows readers how push it to its limit. Examples from television, movies, and today's top designers together with step-by-step instructions and expert tips will soon have users creating dazzling, professional quality 3D images of their own.

- CD-ROM includes a demo version of Infini-D 3.1, files for working through the tutorials, and a gallery of spectacular 3D images.
- Details Infini-D's new and improved color-coded interface

*Brendan Donahoe & Adam Lavine*
1-56830-222-3 ■ $45.00 USA/$61.95 CDN 💿

272 pp., 6 7/8 x 9 1/8, Covers Version 3.x for Macintosh, New - Expert
*Available Now*

## Kai's Magic Toolbox

This is the only book to cover all the exciting software from Kai Krause's HSC Software—Live Picture, Convolver, KPT Bryce, and Kai's Power Tools. It also includes interviews with Kai and other key players.

- CD-ROM includes a demo version of Live Picture, KPT Filters, and a gallery of real-world illustrations and compositions
- Includes a swatch chart to illustrate hundreds of gradient and material presets

*Daniel Giordan*
1-56830-223-1 ■ $45.00 USA/$61.95 CDN 💿

288 pp., 6 7/8 x 9, Covers Macintosh, New - Casual - Accomplished - Expert
*Available Now*
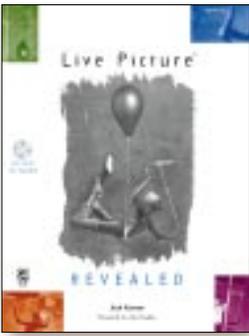
### Live Picture Revealed

Live Picture has stunned the graphics community with its digital image capabilities, and this is the first book to look at it in-depth. Readers learn the basic approach and logic behind the software, how to use tools, handle layers, insert images, distort images, and other digital imaging techniques.

- CD-ROM contains tutorial files and a disabled version of Live Picture for readers to perform the exercises in the book
- Includes tips on optimizing productivity, achieving high-quality output, and understanding resolution independence
- Features full-color photographs illustrating Live Picture's capabilities

*Josh Karson*
1-56830-263-0 ■ $40.00 USA/$54.95 CDN
368 pp., 6 7/8 x 9, Covers Live Picture 2.5 for Macintosh, Casual - Expert
*Available Now*

*Inside Spread from* **Photoshop** Type **Magic**
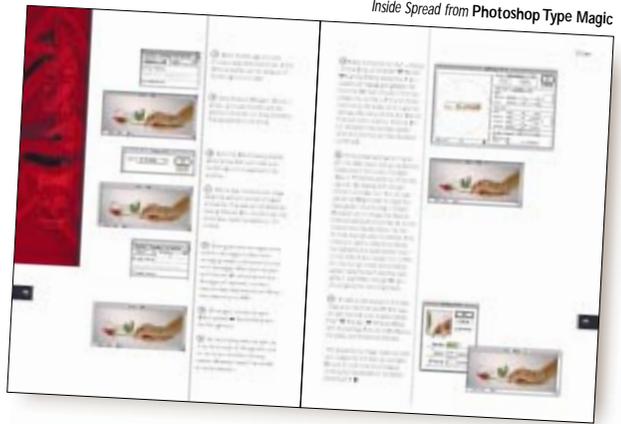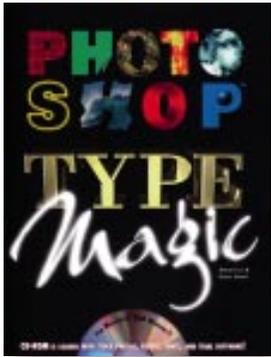
### Photoshop Type Magic

*Photoshop Type Magic* appeals to graphic and industrial designers, multimedia developers, fine artists, and art directors, as well as those seeking good type design for Internet sites. Using step-by-step instructions, users learn how to effectively use Photoshop to achieve typographical effects—with ease.

- CD-ROM is loaded with stock photos, filters, clip art, fonts, and trial software
- Easy-to-follow recipe format will appeal to everyone — from beginners to advanced users
- Highlights more than 40 different type effects, including airbrushed, beveled, blurred, chiseled, graffiti, neon, rubber stamped, embossed, and more

*David Lai & Greg Simsic*
1-56830-220-7 ■ $35.00 USA/$47.95 CDN
208 pp., 6 7/8 x 9, Covers Version 3.0 for PC and Macintosh, New - Casual - Accomplished - Expert
*Available Now*
Watch for the Second Edition Due Out in November 1996!
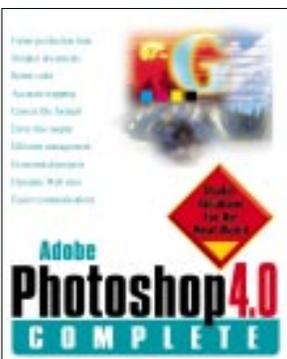
### Adobe Photoshop 4.0 Complete

This comprehensive reference covers everything the professional needs to know to use Photoshop 4.0 efficiently and effectively. Offering quick solutions to both common and obscure problems—this is the one book professional Photoshop users will want next to their computer when they work.

- CD-ROM includes plug-ins, utilities, and a gallery of examples of the best uses of Photoshop
- Includes coverage of popular desktop publishing applications used with Photoshop
- Tackles real-world problems and walks users through effective solutions

*Jim Rich*
1-56830-323-8 ■ $45.00 USA/$61.95 CDN
800 pp., 7 3/8 x 9 1/8, Covers Version 4.0 for Windows and Macintosh, Accomplished - Expert
*Available October 1996*
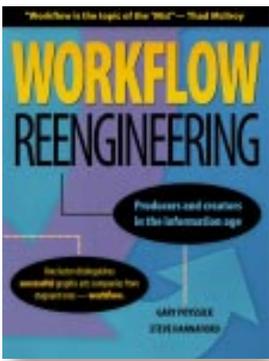
## Workflow Reengineering

Workflow is the centerpiece of all management in the graphic arts industry and this book will be indespensable to design, production, and prepress professionals.

- Examines the need to rebuild, automate, improve productivity, eliminate waste, and define workflow procedures
- Focuses on the impact of Postscript, PDF, servers, and new technology on workflow development

*Gary Poyssick & Steve Hannaford*
1-56830-265-7 ■ $30.00 USA/$40.95 CDN

259 pp., 6 7/8 x 9, Covers PC and Macintosh, New - Expert
*Available Now*

## INTERNET—Business

## Advertising on the Web: Planning & Design Strategies

This book provides an in-depth analysis of advertising on the Web, with specific recommendations for marketing and selling successfully online. There is a desperate need for information on how to best advertise on the Web, particularly as companies are realizing that their early forays into the Web are far from profitable.

- Covers static ads as well as animated and interactive advertising
- Details how to measure Web advertising effectiveness and calculate placement rates
- Provides techniques and strategies for reaching a targeted audience

*Hayden Development Team*
1-56830-310-6 ■ $40.00 USA/$56.95 CDN

350 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, Accomplished - Expert
*Available October 1996*

## INTERNET—Graphics/Multimedia
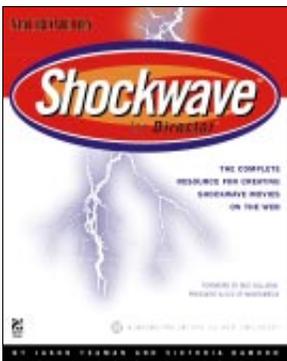
## Macromedia Shockwave for Director

This reference book provides all the information users need to get started using Shockwave, a new technology that works with Macromedia's Director program to deliver high-impact, interactive multimedia productions to the Web.

- CD-ROM includes a demo version of Director, examples from the book, examples of developer work, sample Director movies, and the Shockwave compression utility
- Includes coverage of Lingo and HTML commands

*Jason Yeaman & Victoria Dawson*
1-56830-275-4 ■ $30.00 USA/$40.95 CDN

208 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, Intermediate - Advanced
*Available Now*
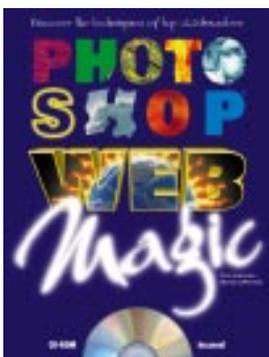
## Photoshop Web Magic

This book provides numerous examples of dazzling Web graphics, textures, backgrounds, buttons, and special effects in a recipe format with simple step-by-step instructions. The book details specific graphic techniques for customizing Web design to fit client needs.

- CD-ROM includes filters, fonts, textures, useful demo software, and sample HTML conversion-software products
- Provides expert advice for print designers moving to the Web
- Presents a wide array of four-color special effects for World Wide Web pages

*Renee LeWinter & Ted Schulman*
1-56830-314-9 ■ $45.00 USA/$63.95 CDN

224 pp., 6 7/8 x 9, Covers Latest Release, Accomplished - Expert
*Available October 1996*
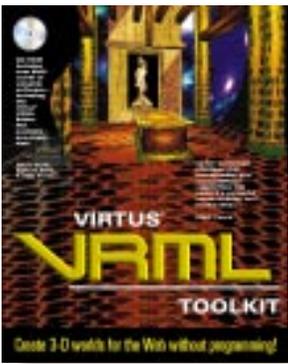
## Virtus VRML Toolkit

This book is a pragmatic, step-by-step instruction guide for creating 3D worlds on the Internet—without programming. It also offers a comprehensive look into imminent enabling technologies and applications and the future of virtual worlds on the Internet.

- Readers will be able to create 3D worlds and learn to put them on the Web with the 3D World Creation Kit CD-ROM

*David Smith, Richard Boyd & Alan Scott*
1-56830-247-9 ■ $40.00 USA/$54.95 CDN
283 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, Beginning - Advanced
*Available Now*

## INTERNET—Intranet
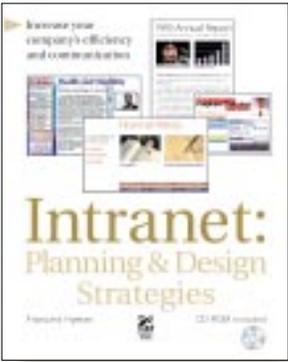
## Intranet: Planning & Design Stategies

This books helps users get the most out of an intranet—providing quality content, and optimizing performance. This is a must for businesses that must cut costs and maintain an efficient means of communication.

- Features case studies and real world examples of what has been done in major corporations across the country
- Provides professionals with the knowledge they need to create an effective and practical intranet
- Gives thought-provoking solutions to making a company more efficient via the intranet

*Hayden Development Group*
1-56830-299-1 ■ $50.00 USA/$70.95 CDN
352 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, New - Expert
*Available September 1996*

## INTERNET—Online/Communications
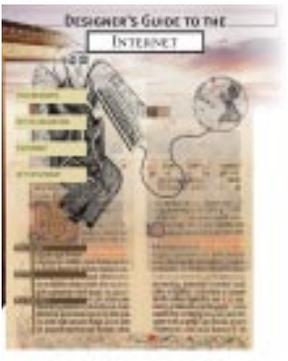
"Finally, an in-depth look at the Internet-from a designer's perspective! If you're a designer who's interested in the Internet, grab this book!"

Daniel Wade, Design Graphics

*Inside Spread from* **Designer's Guide to the Internet**

## Designer's Guide to the Internet

Contemporary without being trendy or tiresome, this book offers easy access to practical suggestions, directions, and software issues to anyone interested in accessing or creating design-related services on the Net. Well-designed and full of practical information, this will be a useful resource for computer-literate—but Internet-shy—designers.

- The only book specifically addressing Internet opportunities for graphic designers and desktop publishers
- Covers designing for online services, marketing, research and business uses, costs, ethics, software, and file formats

*Mike Zender, Jeff Fine & Rick Albertson*
1-56830-229-0 ■ $30.00 USA/$40.95 CDN
415 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, New - Casual - Accomplished
*Available Now*

### Internet Starter Kit for Windows 95

Joining the bestselling *Starter Kit* series, this book is poised to be the hottest selling Internet book to date. With Windows 95 being the largest software rollout in history, millions of new 95 users will be seeking expert advice on how to get on the Net with their new operating system. *Internet Starter Kit for Windows 95* is the expert in book form.

- Included software gets users on the Internet and shows them around
- Step-by-step instructions cover every detail, including some advanced Net features

*Adam C. Engst, Corwin S. Low & Stanley K. Orchard*
1-56830-260-6 ■ $35.00 USA/$47.95 CDN
514 pp., 7 3/8 x 9 1/8, Covers Windows 95, Beginning - Intermediate
*Available Now*

### Internet Starter Kit for Windows, Second Edition

This revised and updated bestseller is the perfect guide to getting started on the Internet. Packed with two disks of Internet software and tools, it has everything users need to get connected, search for information, meet people, and find their way around.

- Two disks include essential software for connecting to the Internet and using newsgroups, Gopher, and more
- Includes two weeks free trial connect time and other special offers
- Covers newsgroups, e-mail, FTP, IRC, the World Wide Web, and more

*Adam C. Engst, Corwin S. Low & Michael A. Simon*
1-56830-177-4 ■ $30.00 USA/$40.95 CDN
900 pp., 7 3/8 x 9 1/8, Covers Windows 3.1, New - Casual
*Available Now*

## INTERNET—Web Publishing
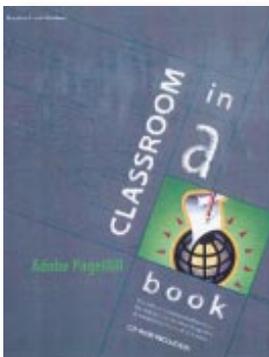
### Adobe PageMill 2.0: Classroom in a Book

This quick and easy-to-read guide teaches how to use PageMill 2.0 to create Web pages without programming—fast! Using a "doing" not "telling" approach, readers can develop Web pages complete with image maps, external links, forms, and HTML tables in as little as three hours! Also included are PageMill 2.0 tips and tricks for handling other HTML sticking points as well as how to develop Web intranet presentations.

- CD-ROM contains all lesson files for tutorial chapters, HTML shareware applications, home page templates fonts and more...as well as a demo version on PageMill 2.0
- Self-paced training guide explains all the power and features of PageMill 2.0, the most developed WYSIWIG HTML application on the market

*Adobe Press*
1-56830-319-X ■ $40.00 USA/$56.95 CDN
144 pp., 6 7/8 x 9, Covers Latest Version for Windows and Macintosh, Intermediate - Advanced
*Available October 1996*
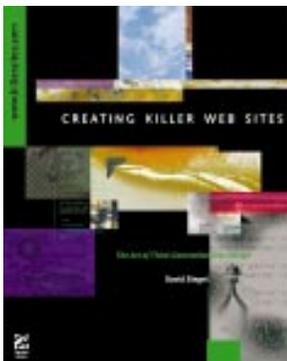
### Creating Killer Web Sites

The book will have an accompanying Web site, where visitors can see the pages in action, download the code for their favorite designs, see tutorials and examples not found in the book, and interact with the author. An estimated 100,000 Web site designers are hungry for this information; by August of 1996, their number is expected to double.

- Conferences about designing for the Internet are selling out, and designers are challenged as they make the transition from print to new media design
- Written by one of today's most noted Web designers
- The first book to teach the art as well as the craft of site design

*David Siegel*
1-56830-289-4 ■ $45.00 USA/$63.95 CDN
272 pp., 8 x 10, Covers PC and Macintosh, Accomplished - Expert
*Available Now*

*Inside Spread from* **Creating Killer Web Sites**

David Siegel is a leader in Web site design. His design firm, Studio Verso, has created Web sites for major companies including: Hewlett Packard, Klutz Press, Healtheon, and Stock Center. The designer of Adobe's phenomenally successful Tekton font, Siegel was chosen by the Frank Lloyd Wright Foundation to produce typefaces based on the lettering of Mr. Wright.
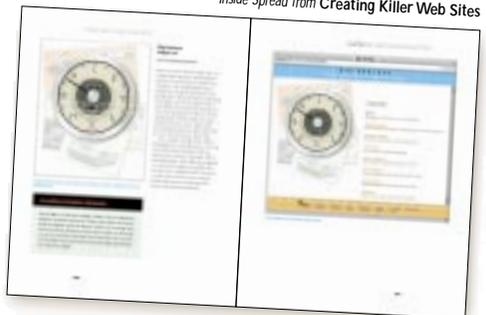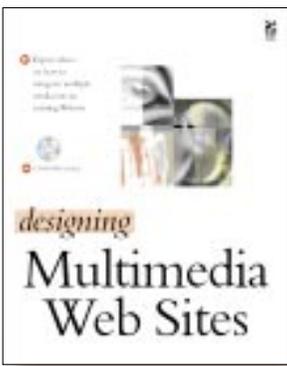
### Designing Multimedia Web Sites

As multimedia technology hits the Web, we'll see a lot of inappropriate or ineffective uses of it. Sites will use Java, Shockwave, and so on simply because they can, not because it's the most effective solution to their needs. This book will help Web publishers move to the next level, learning when to use each technology to get the most out of their site.

- CD-ROM includes tools and scripts for creating animation, sound, and video
- Includes step-by-step tricks and shortcuts for creating multimedia element for the Web
- Focuses on adding multimedia elements with a design sensibility

*Gary Davis & Catherine Gregory of Animation House*
1-56830-308-4 ■ $50.00 USA/$70.95 CDN
600 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, Accomplished - Expert
*Available September 1996*
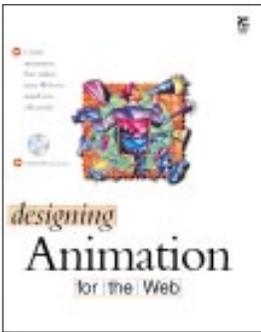
### Designing Animation for the Web

This book will help Web developers create effective animations that will support their overall site, giving both design principles and practical step-by-step instructions. Users will learn to choose the best tool for the job, whether that be GIF animation, Shockwave, Java, CGI scripts, or proprietary plug-ins like Active X animation, Emblaze, etc.

- CD-ROM includes tools, scripts, and examples for creating effective animation
- Features special coverage of bandwidth considerations and how to integrate animation into site design
- Includes clear step-by-step instructions that show the simplest ways to create animations

*Hayden Development Team*
1-56830-309-2 ■ $40.00 USA/$56.95 CDN
350 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, Accomplished - Expert
*Available November 1996*
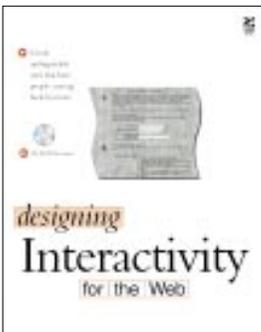
### Designing Interactivity for the Web:
### How to Keep People Coming Back

This book will help Web developers create exciting Web sites that will keep users coming back for more. The power of the Web is interactivity, but until recently most Web sites were passive. You may look, but not touch.

- CD-ROM includes tools, scripts, and examples for creating appealing, interactive Web sites
- Provides tips and techniques for integrating interactivity into overall site design
- Features in-depth coverage of changing site content based on who is viewing it

*Hayden Development Team*
1-56830-311-4 ■ $50.00 USA/$70.95 CDN
550 pp., 7 3/8 x 9 1/8, Covers Java, JavaScript, VBScript, Accomplished - Expert
*Available November 1996*
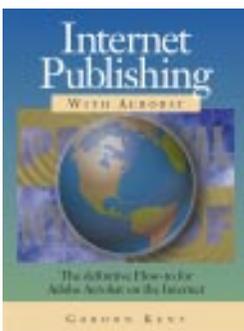
### Internet Publishing with Adobe Acrobat

This is the definitive inside-Adobe reference to Acrobat's native file format PDF and the only book that combines HTML and PDF together.

- First -hand information and tips on Netscape and Adobe's joint browser product
- Includes info on the newest, hottest product about the Internet—Adobe PageMill software
- Full of technical tips and Acrobat tricks on both HTML and PDF

*Adobe Press*
1-56830-300-9 ■ $40.00 USA/$56.95 CDN
400 pp., 6 7/8 x 9, Covers Latest Version of Acrobat for PC & Macintosh, Intermediate - Advanced
*Available September 1996*

### Kids do the Web

The perfect book for parents who don't want their kids to miss out on the Web explosion. *Kids do the Web* is filled with colorful home pages designed by children, along with comments from these "authors" and simple, step-by-step instructions on how each page was created.

- Provides case studies of 25 plus Web sites (including schools, associations, museums, and youth organizations) developed by kids
- The only book providing an elementary view of Web creation and browsing
- The parents who buy this book can secretly learn all about creating sites themselves—in a simple non-threatening format

*Adobe Press*
1-56830-315-7 ■ $25.00 USA/$35.95 CDN
208 pp., 9 x 9, Covers the World Wide Web, New - Casual
*Available October 1996*
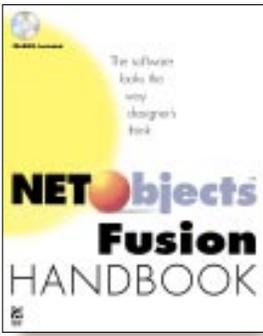
### The NetObjects Fusion Handbook

This software looks the way designers think! This definitive guide allows Web publishers to solve the problems of designers and authors for an information browsing environment. Provides instructions to harness the powerful but easy-to-use NetObjects Fusion.

- CD-ROM includes a time-limited version of the software

*Hayden Development Team*
1-56830-327-0 ■ $55.00 USA/$77.95 CDN

550 pp., 7 3/8 x 9 1/8, Covers Latest Version for PC or Macintosh, Accomplished—Expert
*Available November 1996*

### Style Sheets for the Web

This is the quick get-started guide to moving to this entirely new way of designing Web pages. Style sheets will separate form from structure, so that the HTML tags will still provide structure, but the style sheets will provide layout and presentation information. It will be easier to implement, allow more control over page appearance, and be more flexible.

- CD-ROM includes well-designed style sheet templates that can be used immediately
- Includes expert tips on creating style sheet templates that look good in all browsers
- Features special coverage of changing existing pages to style-sheet-based-design

*Hayden Development Team*
1-56830-306-8 ■ $35.00 USA/$49.95 CDN

250 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh, Accomplished - Expert
*Available August 1996*

### Reinventing the Web Site: Planning and Design Strategies

Expert tips take Web developers step-by-step through the process of reinventing an old Web site, from establishing goals through creating the best content and interface. This is the only book to help successfully plan your impact on the Web. Just as in traditional business planning, a Web site without a well-thought-out strategy and effective structure cannot succeed.

- Includes detailed instructions on creating site maps
- Explains what technologies are best for what needs
- Provides tips on using interactivity to make content dynamic

*Hayden Development Team*
1-56830-332-7 ■ $39.99 USA/$56.95 CDN

400 pp., 7 3/8 x 9 1/8, Covers PC and Macintosh
*Available December 1996*
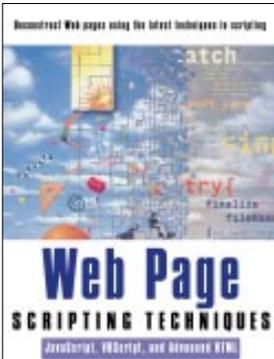


### Web Page Scripting Techniques: JavaScript, VBScript, and Advanced HTML

This is the only book to help Web publishers bring all of the popular Web scripting techniques into to their Web sites with a design sensibility. Simple step-by-step information on deconstructing Web pages using the latest techniques in scripting.

- CD ROM includes hundreds of Web page templates, HTML code ideas, and scripting procedures
- Expert advice teaches Web publishers which coding structure to use and when
- Hundreds of specially selected Web pages broken down into easy to understand tutorials

*Hayden Development Group*
1-56830-307-6 ■ $50.00 USA/$70.95 CDN

512 pp., 7 3/8 x 9 1/8, Covers JavaScript, VB Script, and HTML, Intermediate - Advanced
*Available September 1996*
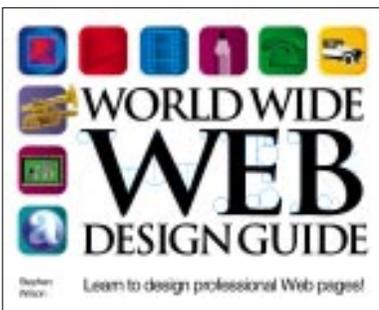


### World Wide Web Design Guide

The World Wide Web is one of the fastest growing areas on the Internet. Users will learn how to design their own Web site with the *World Wide Web Design Guide.*

- Teaches the latest tips on how to publish professional-quality documents
- Features multimedia techniques using images, sound, and digital video

*Stephen Wilson*
1-56830-171-5 ■ $40.00 USA/$54.95 CDN

382 pp., 10 x 8, Covers PC and Macintosh, Casual - Accomplished
*Available Now*
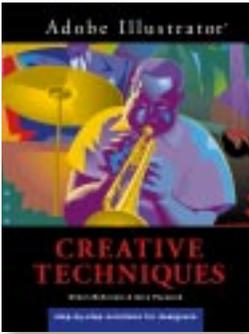
### Adobe Illustrator Creative Techniques

This is the handy field guide to Illustrator techniques! With a unique FlipTip spread for each task, this quick reference covers the 150 most common Illustrator tasks, from drawing techniques to text manipulation and color use.

- Each spread provides step-by-step directions and screen shots on individual features
- Four-color artwork from designers all over the country

*Ellenn Behorian & Gary Poyssick*
1-56830-133-2 ■ $35.00 USA/$47.95 CDN

320 pp., 8 1/2 x 10 7/8, Covers Version 5.5 for Macintosh, Casual - Accomplished
*Available Now*
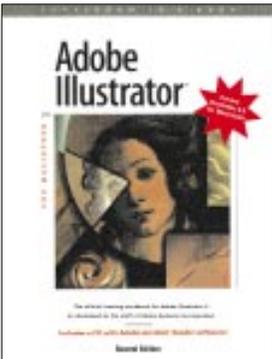
### Adobe Illustrator for Macintosh: Classroom In a Book, Second Edition

Designed and tested in Adobe's classrooms, this comprehensive, up-to-date guide covers thirteen tutorial lessons demonstrating how to maximize the power and sophistication of Adobe Illustrator.

- CD-ROM contains sample lessons and projects, including an advertisement, an annual report, and a poster
- Designed to work as a set of self-paced tutorials or within an instructor-led program

*Adobe Press*
1-56830-234-7 ■ $45.00 USA/$61.95 CDN

320 pp., 8 1/2 x 11, Covers Version 6.0 for Macintosh, Casual - Accomplished
*Available Now*
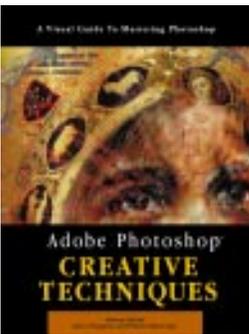
### Adobe Photoshop Creative Techniques

For fast answers to common questions, this practical reference is ideal. Designers get 150 spreads of the most requested Photoshop tasks—straightforward steps and clear screen shots show users how to get the job done instantly.

- Direct information on photo acquisition and manipulation, text, color, and more
- Four-color artwork from designers all over the country

*Denise Selks, Ellenn Behorian & Gary Poyssick*
1-56830-132-4 ■ $40.00 USA/$54.95 CDN

320 pp., 8 1/2 x 10 7/8, Covers Version 3 for Macintosh, Casual - Accomplished
*Available Now*

### Advanced Adobe PageMaker for Macintosh: Classroom in a Book

This sequel to the first edition of *Adobe PageMaker Classroom in a Book* is the first title on the market that focuses entirely on Adobe PageMaker 6.0 software at an advanced level. This book is designed to provide the advanced user with the most comprehensive, detailed information available about the most popular desktop publishing software package available.

- CD-ROM includes tutorials, practice lessons, and special projects
- Provides tips and tricks that maximize the power of one of the world's leading design and production tools

*Adobe Press*
1-56830-261-4 ■ $50.00 USA/$68.95 CDN

312 pp., 8 1/2 x 11, Covers Version 6.0 for Macintosh, Intermediate - Advanced
*Available Now*

### Advanced Adobe Photoshop for Macintosh: Classroom in a Book

As the most advanced title on Photoshop, this official Adobe guide helps users unleash the full potential of the latest version. Expert tips and techniques are reinforced by hands-on projects covering the power features of Photoshop.

- CD-ROM includes special project lessons and samples of Photoshop tools and features
- Sophisticated techniques are presented in a format similar to Adobe's popular *Classroom in a Book* series

*Adobe Press*
1-56830-117-0 ■ $50.00 USA/$68.95 CDN

202 pp., 8 1/2 x 11, Covers Version 3 for Macintosh, Intermediate - Advanced
*Available Now*

## The Amazing PhotoDeluxe Book for Macintosh

This exciting new imaging software from Adobe is being touted as "Photoshop for the Home." This step-by-step guide will show users how to have fun, be productive, and be creative with the software by documenting hundreds of special effects.

- Discover the easiest way to enhance, customize, and have fun with your own photos
- Details how to create your own greeting cards, calendars, colorize old photos, adjust pictures, and create family photo albums

*Kate O'Day & Linda Tapscott*
1-56830-266-5 ■ $30.00 USA/$40.95 CDN
244 pp., 6 7/8 x 9, Covers PhotoDeluxe 1.0 for Macintosh, All Users Levels
*Available Now*

## The Color Mac
## Production Techniques, Second Edition

Perfect for designers, production artists, and anyone involved in digital color, this is the ultimate color resource. Using specific, step-by-step instructions and expert tips, this book helps readers through the basics and advanced techniques of using color in images, layout, and type.

- Includes essential color reference charts, tips, cautions, and rules of thumb
- Covers resolution, scanning, color theory, file formats, image correction, four-color separations, video output, and more

*Marc D. Miller & Randy Zaucha*
1-56830-126-X ■ $50.00 USA/$68.95 CDN
500 pp., 8 1/2 x 11, Covers Various Software for Macintosh, Beginning - Intermediate
*Available Now*

## Pagemaker Scripting

*Pagemaker Scripting* is a comprehensive guide for automated publishing, the oppurtunity for desktop publishers to save fifty percent of their time on a computer application is a major motivation to purchase this book, as this will enable them to maintain more billable hours in their day.

- CD-ROM contains over 150 of the most popular scripts for immediate usage, as well as all the scripts used throughout the book
- Only book exclusively about graphic design programming and scripting with Adobe Pagemaker for both Macintosh and Windows
- By book's end, the user can fully automate their page layout and design tasks with ease and fluidity

*Adobe Press*
1-56830-318-1 ■ $45.00 USA/$63.95 CDN
384 pp., 6 7/8 x 9, Covers Version 6.x or later, Accomplished - Expert
*Available October 1996*

# MACINTOSH—General Computing
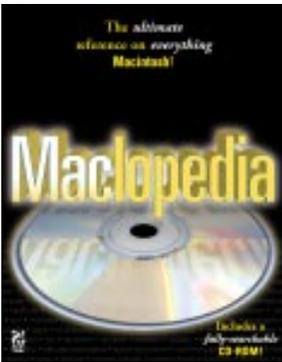


## Maclopedia

This blockbuster title for Macintosh users is a comprehensive alphabetical encyclopedia covering hundreds of topics. The unique book/CD-ROM approach meets the needs of Macintosh users by helping them find answers to their questions through four different methods of access—topic-based table of contents, alphabetized body text, fully-permutated index, and the entire book on CD-ROM.

- CD-ROM includes a fully-searchable electronic version of the book's entire text, hot-linked with thousands of cross references
- Greater depth and breadth of information than any other Macintosh book on the market
- Offers thousands of time saving and problem solving ideas for Macintosh users of all levels

*Hayden Development Team*
1-56830-281-9 ■ $60.00 USA/$81.95 CDN
1,392 pp., 8 x 10, Covers Macintosh, New - Expert
*Available Now*

"Finally... a Mac book that tells all and makes it easy to find what you're looking for!"
Guy Kawasaki, Apple Fellow

*Inside Spread from* **Maclopedia**
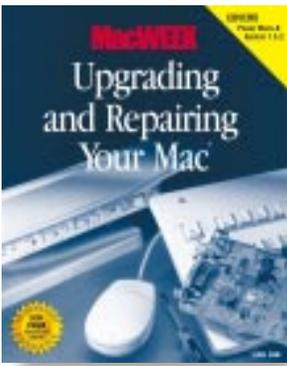
### MacWEEK Upgrading and Repairing Your Mac

This is the Macintosh user's complete up-to-date guide to making the right purchase and keeping it running. This comprehensive reference also includes detailed information on System software (up through 7.5.2), purchasing and troubleshooting, printing and communications upgrades, viruses, and more.

- Part of the reputable Don Crabb Macintosh Library
- Explains what hardware and software upgrades readers really need
- Shows readers how to troubleshoot and repair hardware and software

*Lisa Lee*
1-56830-249-5 ■ $35.00 USA/$47.95 CDN

750 pp., 7 3/8 x 9 1/8, Covers Macintosh Hardware and Software, All User Levels
*Available Now*

### The Whole Mac

This is the only book to focus on the needs of creative professionals. Drawing from an organization of graphics professionals, the book provides expert answers to the problems readers face regularly. The book is filled with step-by-step advice, opinion, and sophisticated information design.

- Features the real-world experiences and advice of visual communications professionals
- Provides clear, concise explanations for getting the most out of RAM, working with graphics apps, and other common problems
- Dynamic, succinct, magazine-like layout appeals to the creative professional

*Hayden Development Team*
1-56830-298-3 ■ $39.99 USA/$56.95 CDN

544 pp., 8 x 10, Covers FoxPro for Macintosh, Casual - Accomplished
*Available Now*

### Microsoft Office Survival Guide for Macintosh

Microsoft Office is one of the most powerful office suites on the market, and with this book /disk set users will be able to get productive immediately with all the applications.

- Disk includes valuable templates and utilities for getting the most out of Microsoft Office
- Covers Word, Excel, PowerPoint, and Mail - and how to use them together

*Tonya Engst, Charles Seiter, & Barrie Sosinsky*
1-56830-173-1 ■ $35.00 USA/$47.95 CDN

720 pp., 7 3/8 x 9 1/8, Covers Office for Macintosh New - Casual
*Available Now*

## MACINTOSH—Internet—Online/Communications
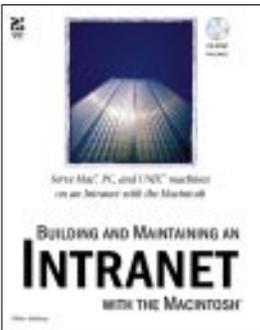
### Building and Maintaining an Intranet with the Macintosh

This book provides readers with a cost-effective and easy way to provide information to their company.

- CD-ROM contains sample CGIs, sample Web pages, HTML codes, shareware, freeware, demo software, and tutorials from the book
- Details how to enhance corporate communication while making information easy to access and maintain
- Addresses site administration and maintaining servers

*Scott Kozicki*
1-56830-279-7 ■ $50.00 USA/$68.95 CDN

500 pp., 7 1/8 x 9 3/8, Covers PC, Macintosh, and UNIX, Intermediate - Advanced
*Available Now*
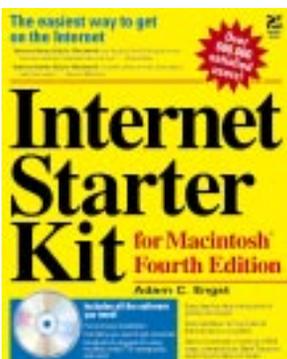
### Internet Starter Kit for Macintosh, Fourth Edition

*Internet Starter Kit* remains the #1 Internet book for the Macintosh, and as the wave of people interested in getting online continues to rise, more and more people will be looking for a friendly, step-by-step guide to getting connected-and this totally revised edition of the national bestseller will be the perfect solution.

- CD-ROM includes a custom installer for easy installation, plus every essential Internet application for the Mac-including MacTCP, MacPPP and InterSLIP, Web software, email, newsgroups, FTP, and much more
- Completely revised and updated to make getting connected even easier
- Expanded coverage includes more information on the Web, plus chapters on real-time online communications and techniques for searching the Internet, and Open Transport coverage

*Adam C. Engst*
1-56830-294-0 ■ $39.99 USA/$56.95 CDN

704 pp., 7 3/8 x 9 1/8, Covers the Internet for Macintosh, New - Accomplished
*Available Now*
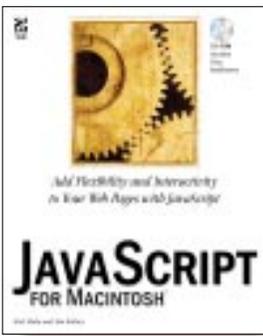
## JavaScript for Macintosh

JavaScript was created to allow non-programmers to take advantage of the power of Netscape Navigator. Users can greatly expand the capabilities of their Web page, without having to understand C or C++, giving JavaScript potentially an even larger audience than Java.

- CD-ROM contains "Wizlets" that allow users to easily create their own JavaScripts
- Takes users step-by-step through programming cross-platform JavaScripts
- Details how to create JavaScripts for JavaScript-aware Web browsers

*Matt Shobe & Tim Ritchey*
1-56830-278-9 ■ $40.00 USA/$54.95 CDN
326 pp., 7 3/8 x 9 1/8, Covers JavaScript for Macintosh, Intermediate - Advanced
*Available Now*
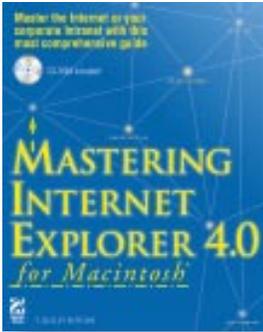
## Mastering Internet Explorer 4.0 for Macintosh

This book is an easy-to-read, non-technical, comprehensive guide to using Explorer to browse the Web. A must-have for those looking to use Explorer to set up an intranet.

- CD-ROM includes full version of Internet Explorer, helper applications, Java applets, style sheets, ActiveX controls, and popular plug-ins
- Web page for the book includes cool utilities and new hints
- Includes a reference with all HTML commands

*T. Kelley Boylan*
1-56830-322-X ■ $40.00 USA/$56.95 CDN
400 pp., 7 3/8 x9 1/8, Covers Latest Version for Macintosh, Accomplished—Expert
*Available November 1996*

## Mastering Netscape Navigator 4.0 for Macintosh, Second Edition

This book is an easy-to-read, non-technical guide to using the Netscape browser for navigating on the Web. Through undocumented tricks and goodies, like understanding security issues and a reference guide with all HTML commands, users will learn how to use Netscape to their best advantage.

- CD-ROM includes Netscape Plug-Ins and helper applications
- Uncovers hidden features of the program and how to best utilize them
- Web page for the book includes cool utilities and updated information

*Greg Holden*
1-56830-312-2 ■ $40.00 USA/$56.95 CDN
560 pp. 7 3/8 x 9 1/8, Covers Release 4.0, Accomplished - Expert
*Available December 1996*
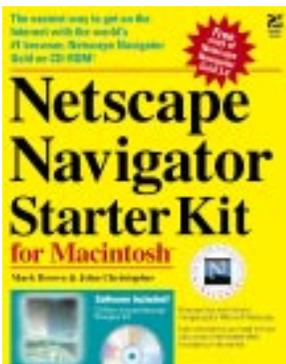
## Netscape Navigator Starter Kit for Macintosh

Following in the line of the successful Hayden *Starter Kits* series, this book includes everything users need to get productive on the Internet with the world's #1 browser—including a FREE copy of Netscape Navigator Gold!

- CD-ROM includes a free copy of Netscape Navigator Gold, over 15 Netscape Plug-Ins, Netscape Helper applications, and Web utilities
- Covers all the new features of Netscape 3, including plug-ins
- Details Netscape's Web page editing abilities

*Mark Brown & John Christopher*
1-56830-320-3 ■ $34.99 USA/49.95 CDN
550 pp., 7 3/8 x 9 1/8, Covers Release 3 for Macintosh, New - Casual - Accomplished
*Available August 1996*
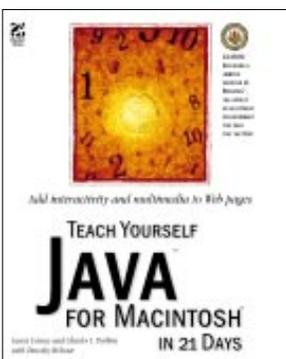
## Teach Yourself Java for Macintosh in 21 Days

Java is the hottest technology on the Internet today and this book is the first Macintosh-specific guide to developing and serving Java applets.

- CD-ROM contains a disabled version of the Java development environment, source code for sample applets, and tutorials from the book
- Readers learn to use Java to create an interactive multimedia environment on the Internet
- Written under the guidance of the engineers creating the Java environment for the Macintosh

*Laura Lemay & Charles L. Perkins with Timothy Webster*
1-56830-280-0 ■ $40.00 USA/$54.95 CDN
567 pp., 7 3/8 x 9 1/8, Covers Java for Macintosh, Intermediate - Advanced
*Available Now*

### Web Server Construction Kit for Macintosh

Readers can make the transition from "information consumer" to "information provider" with this in-depth, comprehensive tutorial. Everything from configuring hardware and choosing server software to managing security and resources is covered in detail and accompanied by expert tips, step-by-step instructions, and real-world advice.

- The companion CD-ROM includes 4 Mac Web server applications, dozens of CGIs for every conceivable function, CGI development tools for AppleScript, C, MacPerl, and others, hundreds of URLs, TCP/IP management utilities, and ready-to-go FTP, gopher, and e-mail services
- Provides strategies for using and troubleshooting CGIs
- Includes expert advice on choosing the right server

*Stewart Buskirk*
1-56830-271-1 ■ $45.00 USA/$61.95 CDN
400 pp., 7 3/8 x 9 1/8, Covers Macintosh, Intermediate - Advanced
*Available Now*

## MACINTOSH—Internet—Web Publishing
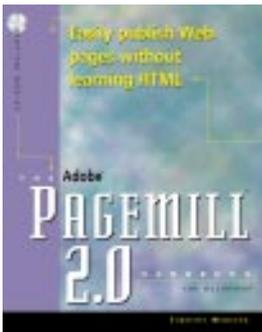
### The Adobe PageMill 2.0 Handbook

With its intuitive, point & click interface and drag & drop ease, PageMill has taken the hassle out of producing great looking Web pages. And this in-depth tutorial makes sure readers get the most out of it. The hands-on exercises throughout the book, together with the professionally-designed templates and images on the CD-ROM, will have users creating eye-catching Web pages in no time.

- CD-ROM includes a demo version of pagemill, Web page templates, exercise answers, and an electronic glossary and resource list
- Explains the easy way to add colored backgrounds and text to Web pages
- Details how to drag and drop images and links into Web pages

*Paul Kent & Gary Stein*
1-56830-313-0 ■ $40.00 USA/$56.95 CDN
400 pp., 7 1/8 x 9 3/8, New - Casual - Accomplished - Expert
*Available September 1996*

### Create Your Own Home Page

This fun, easy-to-read, easy-to-understand book shows users how to use their Internet connection to show the world who they really are.

- Disk includes graphics, sounds, and fill-in-the-blank templates

*Tonya & Adam Engst*
1-56830-245-2 ■ $25.00 USA/$34.95 CDN
146 pp., 6 7/8 x 9, Covers the World Wide Web, New - Accomplished
*Available Now*
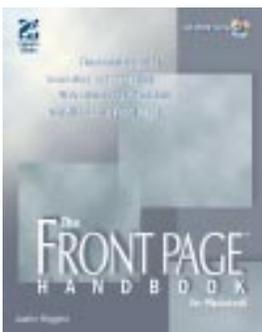
### The FrontPage Handbook for Macintosh

This is the complete guide to managing Web sites on the Macintosh with Microsoft's hot new Web development tool, FrontPage. The later sections of the book show readers how to use FrontPage's easy-to-use site management tool.

- CD-ROM includes 30-day trial version of FrontPage, wizards, templates, CGI scripts, Java applets, plug-ins, and ActiveX controls
- Shows users how to turn their Excel and Word documents into Web pages
- Technical review by Randy Forgaard, co-creator of FrontPage

*Justin Higgins*
1-56830-321-1 ■ $40.00 USA/$56.95 CDN
400 pp., 7 3/8 x 9 1/8, Covers Latest Release for Macintosh,
New - Casual - Accomplished
*Available November 1996*
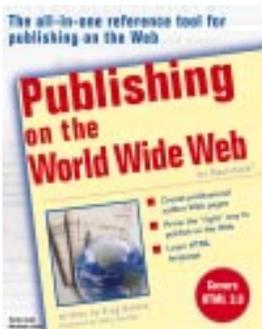
### Publishing on the World Wide Web for Macintosh

The resource tool for people who want to learn about publishing on the Web. This is the first book that applies traditional principles of design and editing to this exciting new medium and associates traditional publishing considerations such as organization, accuracy, and copyright law with the new field of online publishing.

- Easy-to-read, non-technical tone accommodates people with all styles of learning and a basic understanding of the Internet and the World Wide Web

*Greg Holden*
1-56830-228-2 ■ $30.00 USA/$40.95 CDN
400 pp., 7 3/8 x 9 1/8, Covers HTML 3.0, Accomplished
*Available Now*
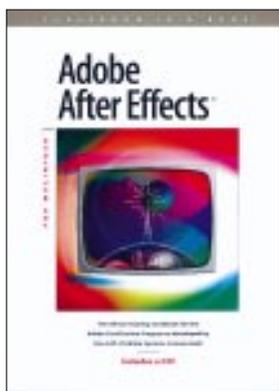
### Adobe After Effects for Macintosh: Classroom in a Book

Adobe After Effects, being touted as the "Photoshop of Video," has established itself as an invaluable design tool for broadcast, film, and digital delivery. This book provides a comprehensive tutorial to help users turn their Macs into post-production suites.

- CD-ROM allows users to practice using the tools and features of Adobe After Effects and include extra film clips
- Teaches readers to create movies, animation, and professional effects for digital output Part of Adobe's successful *Classroom in a Book* series

*Adobe Press*
1-56830-267-3 ■ $50.00 USA/$68.95 CDN
300 pp., 8 1/2 x 11, Covers Adobe After Effects 3.0, Beginning - Intermediate
*Available Now*
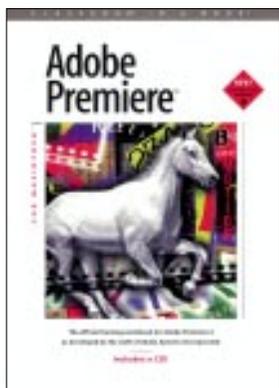
### Adobe Premiere for Macintosh: Classroom in a Book, Second Edition

Covering all the essentials features of this video editing software, this book/CD-ROM set features twenty tutorial lessons to guide teachers and students through the magic of Macintosh movie-making.

- CD-ROM includes QuickTime movies, electronic images, and frames needed for the workshop lessons in the book
- Contains the latest information on filters, audio, superimposed clips, advanced editing, and more

*Adobe Press*
1-56830-119-7 ■ $49.95 USA/$67.95 CDN
256 pp., 8 1/2 x 11, Covers Version 4 for Macintosh, Beginning - Intermediate
*Available Now*

### Macromedia Director Design Guide

An all-in-one user's guide to composing brilliant, sophisticated interactive multimedia!

- CD-ROM contains images, textures, templates, and brilliant examples of multimedia and interactive media created with Macromedia Director
- Gives readers the keys to understanding and creating multimedia on the Mac with the most popular multimedia package available

*Lee Swearingen & Cathy Clarke*
1-56830-062-X ■ $29.95 USA/$39.99 CDN
198 pp., 6 7/8 x 9, Covers Through Version 4 for Macintosh, Beginning - Intermediate - Advanced
*Available Now*
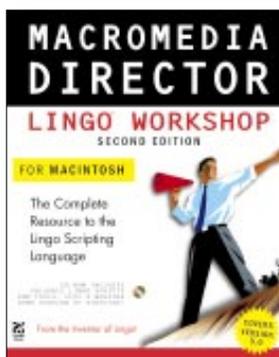
### Macromedia Director Lingo Workshop for Macintosh, Second Edition

Discover how to put Macromedia Director to work for you in business, entertainment, education, and other venues. The only comprehensive, up-to-date guide to the Macromedia Director scripting language, Lingo.

- CD-ROM includes the demo version of Macromedia Director and examples of Lingo scripts
- Learn how to create animated buttons and navigation aids from one of the original Lingo inventors
- This book can teach even non-programmers to create interactive projects that combine text, sound, graphics, animation, and digital video

*John "JT" Thompson*
1-56830-287-8 ■ $45.00 USA/$63.95 CDN
272 pp., 6 7/8 x 9, Covers 5.0 for Macintosh, New - Intermediate
*Available Now*

## PowerPC Programmer's Toolkit

*PowerPC Programmer's Toolkit* includes the newest information and programming techniques for the next generation of computer processors, the PowerPC. This in-depth reference includes information on the entire PowerPC processor family, including the 601, 602, 603, 603E, and the 604.

- CD-ROM includes a special version of Metrowerks CodeWarrior 7.0 and sample code from the book
- Explains how to write, use, and control shared libraries
- Details how to write PowerPC applications in native code for blazing speed
- Written by an Apple Insider

*Tom Thompson*
1-56830-241-X ■ $45.00 USA/$61.95 CDN
500 pp., 7 3/8 x 9 1/8, Covers Power PC, Intermediate - Advanced
*Available Now*

## Programming Starter Kit for Macintosh

This all-in-one kit contains everything users need to get started with the world of Macintosh programming! Featuring valuable tools on the CD-ROM, this book teaches the skills and techniques necessary for successful development.

- CD-ROM contains Mac programming tools to get readers productive immediately
- Numerous real-world examples of code show readers how techniques are put into action
- In-depth coverage of the Mac architecture and how to take advantage of it to create powerful applications

*Jim Trudeau*
1-56830-174-X ■ $40.00 USA/$54.95 CDN
600 pp., 7 3/8 x 9 1/8, Covers Various Software for Macintosh, New - Casual - Accomplished
*Available Now*
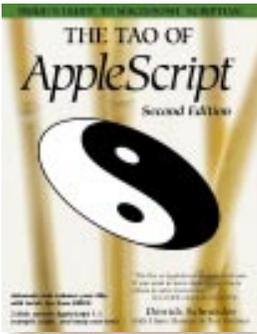
## The Tao of AppleScript: BMUG's Guide to Macintosh Scripting, Second Edition

This updated bestseller is a complete, natural introduction to AppleScript programming essentials. Readers learn how to customize applications, automate tedious tasks, and create programs without having to use a complex programming language.

- Two disks contain AppleScript, QuickTime, StuffIt Lite, ResMover, and other helpful utilities

*Derrick Schneider & Hans Hansen*
1-56830-115-4 ■ $29.95 USA/$39.99 CDN
387 pp., 7 3/8 x 9 1/8, Covers Version 1.1 for Macintosh,
Beginning - Intermediate - Advanced
*Available Now*
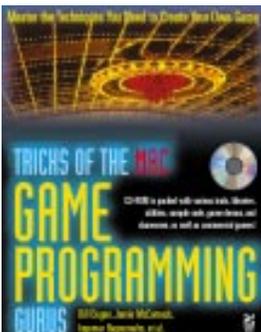
## Tricks of the Mac Game Programming Gurus

*Tricks of the Mac Game Programming Gurus* is a comprehensive resource for beginning to expert programmers who want to create their own game. Loaded with tips, tricks, and detailed instructions, this book guides users through the world of Mac game programming—step by step.

- CD-ROM is packed with various tools, libraries, utilities, sample code, game demos, and shareware, as well as commercial games
- Shows users how to develop a game—from start to finish
- Explores graphics, QuickDraw 3D, sounds, networking, live action image capture, game mechanics, file management, and more

*Jamie McCornack, Ingemar Ragnemalm, Bill Dugan, et al.*
1-56830-183-9 ■ $50.00 USA/$68.95 CDN
861 pp., 7 3/8 x 9 1/8, Covers Various Macintosh Tools,
Casual - Accomplished - Expert
*Available Now*
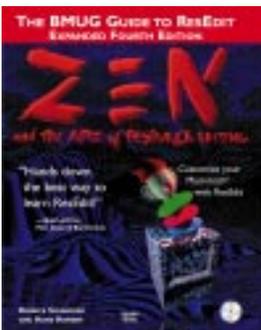
## Zen and the Art of Resource Editing, The BMUG Guide to ResEdit, Expanded Fourth Edition

This fun-filled guide shows readers how to customize the look and feel of their Mac. But it's not just all about fun and games, ResEdit can tailor readers computers to work more efficiently too.

- CD-ROM includes a full version of ResEdit 2.1.3 and loads of resource files
- Explains how to customize icons, patterns, cursors, palettes, and more

*Derrick Schneider & Hans Hansen*
1-56830-244-4 ■ $30.00 USA/$40.95 CDN
308 pp., 7 3/8 x 9 1/8, Covers ResEdit for Macintosh, Beginning - Intermediate
*Available Now*
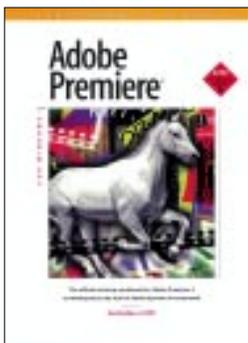
### Adobe Premiere for Windows: Classroom in a Book, Second Edition

This is the official Adobe Systems Premiere seminar—all in a book/CD-ROM set! With this book, teachers and students can realize the dazzling capabilities of Premiere for Windows—Adobe's popular video editing software.

- CD-ROM includes special projects to go with the book's lessons, including sample movies

*Adobe Press*
1-56830-172-3 ■ $50.00 USA/$68.95 CDN

261 pp., 8 1/2 x 11, Covers Version 4 for Windows, New - Casual - Accomplished
*Available Now*
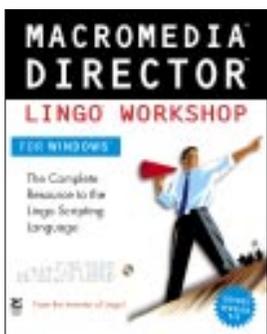
### Macromedia Director Lingo Workshop for Windows

This book is the only comprehensive resource available for non-programmers to learn the scripting language of Lingo.

- CD-ROM includes demo version of Macromedia Director and examples of Lingo scripts
- Written by one of the inventors of Lingo
- Extensive use of screen shots and multimedia examples

*John "JT" Thompson*
1-56830-269-X ■ $45.00 USA/$63.95 CDN

272 pp., 7 3/8 x 9 1/8, Intermediate - Advanced
*Available Now*

### Interactivity by Design

As part of the Adobe Press Library, this unique book shows designers, computer users, and producers and consumers of multimedia how to build Interactivity into project/titles, and how to design Interactivity into multimedia, World Wide Web pages, Internet, and Acrobat documents.

- Features Interactivity as a design application in multimedia, CD-ROM, online, and other applications
- Highlights professional-quality, full-color, groundbreaking design techniques

*Ray Kristof & Amy Satran*
1-56830-221-5 ■ $40.00 USA/$54.95 CDN

176 pp., 10 x 8, Covers Multimedia, Accomplished - Expert
*Available Now*

### The QuarkImmedia Handbook

A comprehensive beginner's guide that shows users of QuarkXPress how to make the jump to multimedia and the Web. This book covers all commands and actions of QuarkImmedia including practice exercises after each command, projects to reinforce creative concepts, and interactivity with the CD-ROM.

- CD-ROM includes QuarkImmedia viewer/browser, gallery of presentations, library of buttons and interactivity cues, templates for common multimedia uses, and files needed to complete in-book projects
- Tells how to put the magic of multimedia in the hands of power users from the print market
- Created by students and faculty of the Rochester Institute of Technology Center for Digital Media

*Frank J. Roman & Suzanne Sayegh Thomas*
1-56830-325-4 ■ $40.00 USA/$63.95 CDN

352 pp., 7 3/8 x 9 1/8, Covers 1.0 for Windows and Macintosh, Accomplished - Expert
*Available October 1996*
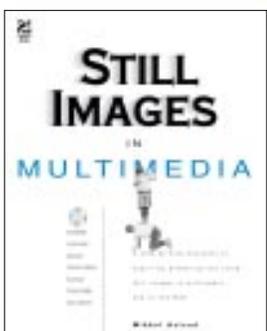
### Still Images in Multimedia

This unique book explores options for creating, acquiring, modifying, and placing still images in multimedia productions. This title will appeal to art directors, production managers, designers, picture editors, video and multimedia producers, Webmasters, and photographers.

- CD-ROM includes hundreds of "royalty free" images and sounds as well as enabling software and examples of some of the most innovative uses of still images in the new media from such companies as Corbis, DCI, and Against All Odds
- Learn how to combine photos and text properly in a solution-oriented approach
- Explore copyright issues drawing on the author's seven years of new media production, as well as his consulting and teaching experience

*Mikkel Aaland*
1-56830-273-8 ■ $45.00 USA/$63.95 CDN

208 pp., 8 x 10, Covers PC and Macintosh, Accomplished - Expert
*Available Now*

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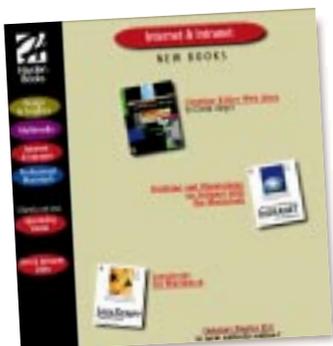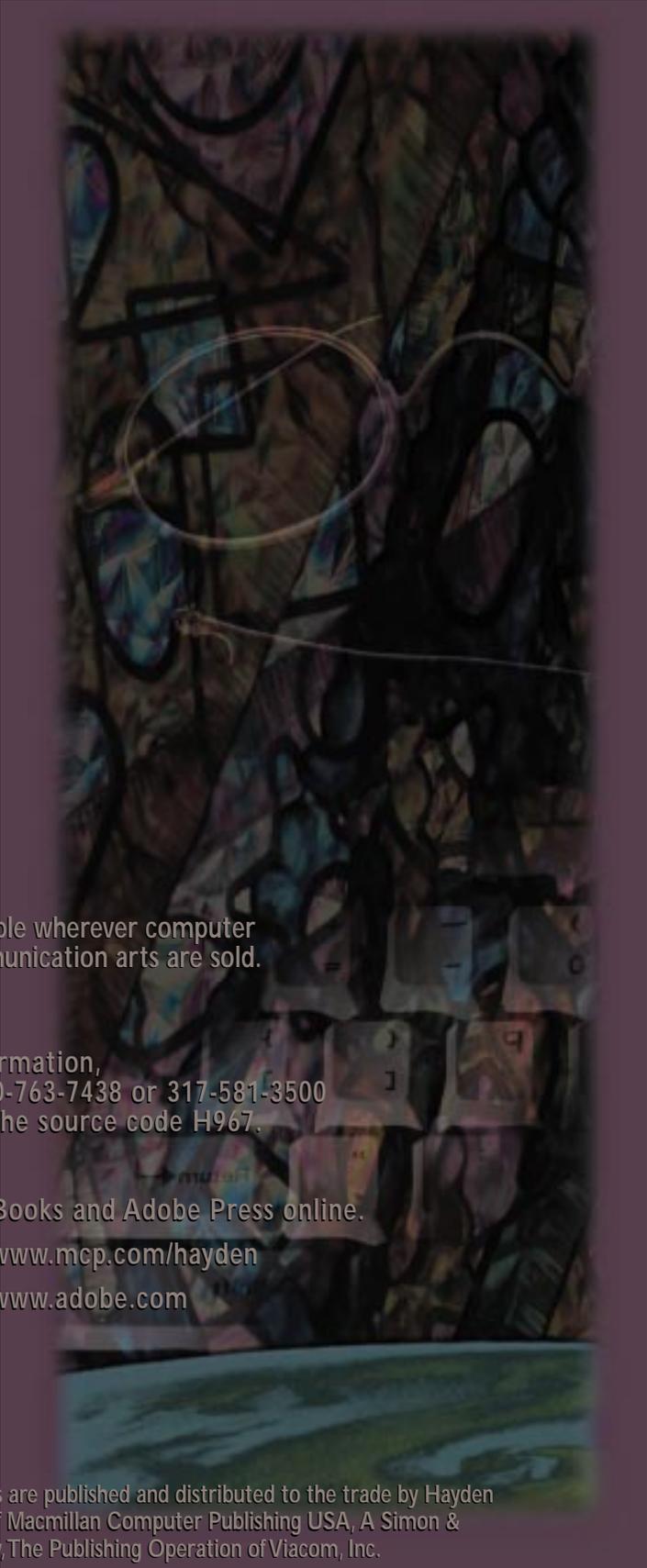
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