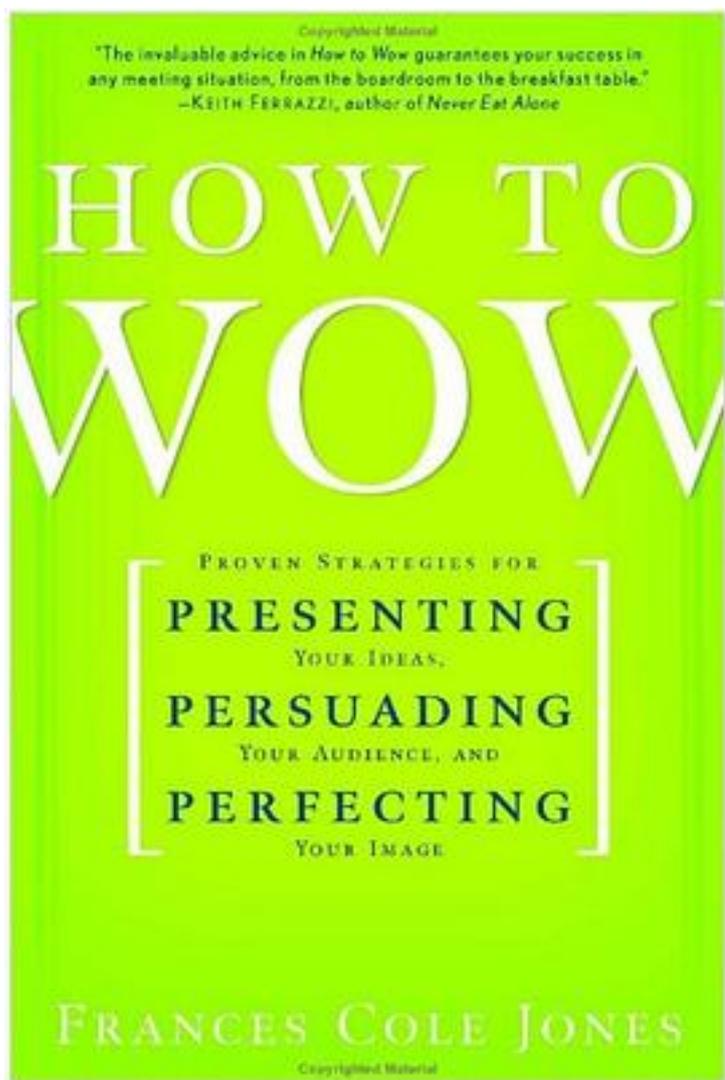


How to Wow



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Wouldn't it be great if you could have two of the world's most accomplished Photoshop and Web design experts sitting next to you at your computer as you navigate the infinite possibilities of Adobe Photoshop and ImageReady? How to Wow: Photoshop CS2 for the Web is the next best thing. Two Photoshop and ImageReady powerhouses--Jan Kabili and Colin Smith--renowned authors, graphic designers, and trainers, have developed an effective way to help you reach your full creative potential. Jan and Colin guide you step by step through real-world projects, with an emphasis on uncompromising quality, last-minute flexibility, and go-home-at-night speed! You'll learn tips and techniques for creating everything from stylish navigation to eye-catching animation using Photoshop CS2 and its companion program, ImageReady CS2. Whether it's speeding up your workflow or making a modular home page for a game site, you're given the tools at every stage of the creative process in order to learn How to Wow! This book begins with the essentials of Web site navigation, teaching you skills for building, slicing, and optimizing navigation graphics. Then things really get moving with how-tos on creating scene-stealing animations. Next, you'll find out how to automate repetitive tasks and create conditional actions that can distinguish between graphic types. Finally, you'll learn how to build eye-popping home pages and sites designed to keep viewers coming back for more. The How to Wow: Photoshop CS2 for the Web companion CD at the back of this book is packed with everything you need to work through the projects in the book, along with some extra goodies to use as you create your own graphics for the Web. The CD includes: * All the original designs by award-winning Photoshop guru Colin Smith that are used in the projects in this book. Use these files as you follow along with the lessons to dramatically improve your understanding of the innovative techniques explained in this book. Working along with the authors will stimulate your own design ideas and let you discover how you can apply these techniques to your own work. * Styles, actions, and pattern presets developed to enhance the look of the projects you'll produce in the books lessons. * PLUS extra style presets from the collection of over 1000 presets in Jack Davis' Adobe Photoshop One-Click Wow!

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