Professional Design Techniques with Adobe Creative Suite 3

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Adobe Creative Suite 3 Design Standard brings together under one roof the tools that design professionals use on a daily basis. Designing in an integrated environment results in greater efficiency and streamlines the development of flexible designs. In this book, author and distinguished designer Scott Citron leads designers of all kinds through the ins and outs of working with the components in the suite. With an easy,

engaging style, Scott takes a designer's approach to address the complexities of using multiple tools to perform a variety of tasks, and focuses on important principles that can be applied to working in all the programs. Part inspiration and part how-to, each chapter contains a full project to help cement these principles, complete with steps and full-color illustrations. Project files are included on the accompanying Web site so that readers can follow along and recreate each project. Whether an aspiring designer or a practicing professional, anyone who is interested in learning to use good design techniques with Adobe Creative Suite 3 will come away with a solid foundation in this extraordinary suite of creativity tools. Professional Design Techniques with Adobe Creative Suite 3 shows you how to: / Choose the right design tool for the job / Use automation to cut down your production time / Use typefaces effectively and set type like a professional / Work smartly with color-critical projects and complement your projects with kuler / Create stunning artwork and packages for CDs, letterhead, invitations, and more / Give structure to magazine and newspaper layouts with columns, guides, and grids / Create interactive PDFs with video, audio, rollover buttons, and links TABLE OF CONTENTS Introduction 1 Getting Started The Principles of Graphic Design Use Grids to Add Structure Starting Your Design Organizing Your Work with Adobe Bridge Creative Suite 3 Preferences In Conclusion 2 Creating Effective Typography Introduction to Using Type Creating the Pattern Art Adding Dimension and Lighting in Photoshop Putting It Together in InDesign Formatting Your Text Choosing Compatible Type Preparing Text for Formatting Final Formatting and Adjustments Typesetting with Adobe Illustrator Project Wrap-Up 3 Designing a Corporate Identity System What Is a Logo? How to Develop a Logo: A Quick Case Study Choosing the Right Design Tool Creating Your Logo in Illustrator Laying Out Business Cards in InDesign Creating Letterhead and Envelopes Laying Out Envelopes and Labels Project Wrap-Up 4 Creating Newsletters and Forms What Makes a Good Newsletter? Paper Newsletter Preproduction Checklist Developing the Newsletter Work Smart with Styles The Zen of Baseline Grids Adding Interactivity Working with Graphics Charts, Forms, and Tables The Acrobat 8 Professional Component Project Wrap-Up 5 Designing Magazines and Newspapers What Makes Great Magazines and Newspapers? Let's Design a Magazine Setting Up the Document Adding Footers Choosing a Color Palette Beginning the Layout Pouring Copy Project Wrap-Up 6 Books and Longer Documents What Makes a Good Book? How to Begin Designing a Book The Strategy of Working with Long Documents Using the Book Panel Synchronizing Styles Adding Object Styles Styles in Sequence Automating Folios and Headers with Text Variables Cruise Control: Automated Tables of Contents Mass Production: Preflight, Packaging and Exporting a Book Keep It Organized and Back It Up Project Wrap-Up 7 Designing Annual Reports Creating a Custom Workspace Numbering and Section Starts A Tasty Cover: Using Live Paint Focus on What's Important in Images Documents as Artwork Maximum Flexibility: Smart Objects and Smart Filters Importing and Formatting Spreadsheet Files Project Wrap-Up 8 The Personal Portfolio and Interactive PDF Why PDF When We Have the Web? Exploring Interactivity in PDFs. Exploring Distribution Strategies Getting Started with Interactive Options in InDesign Using Bookmarks to Create Destinations Creating Buttons and Setting Button Options Adding Visual Feedback with Button States Adding Hyperlinks Adding to the Experience with Movies Saying It with Sound Exporting the Finished PDF Project Wrap-Up 9 Making Your Workflow Work What Makes a Successful Print Project? Begin the Beguine Designing a CD Package Setting Up the Front Panel Designing the Front Panel Designing the Tray Card Creating the CD Label Proofing Your Work Project Wrap-Up and Conclusion

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