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Real World Adobe InDesign CC

REAL · WORLD

ADOBE **InDesign CC**

INDUSTRIAL-STRENGTH PUBLISHING TECHNIQUES

What designers and production artists need to know

Tips and tricks for maximum efficiency

Covers print and output for web and mobile devices

OLAV MARTIN KVERN, DAVID BLATNER, AND BOB BRINGHURST

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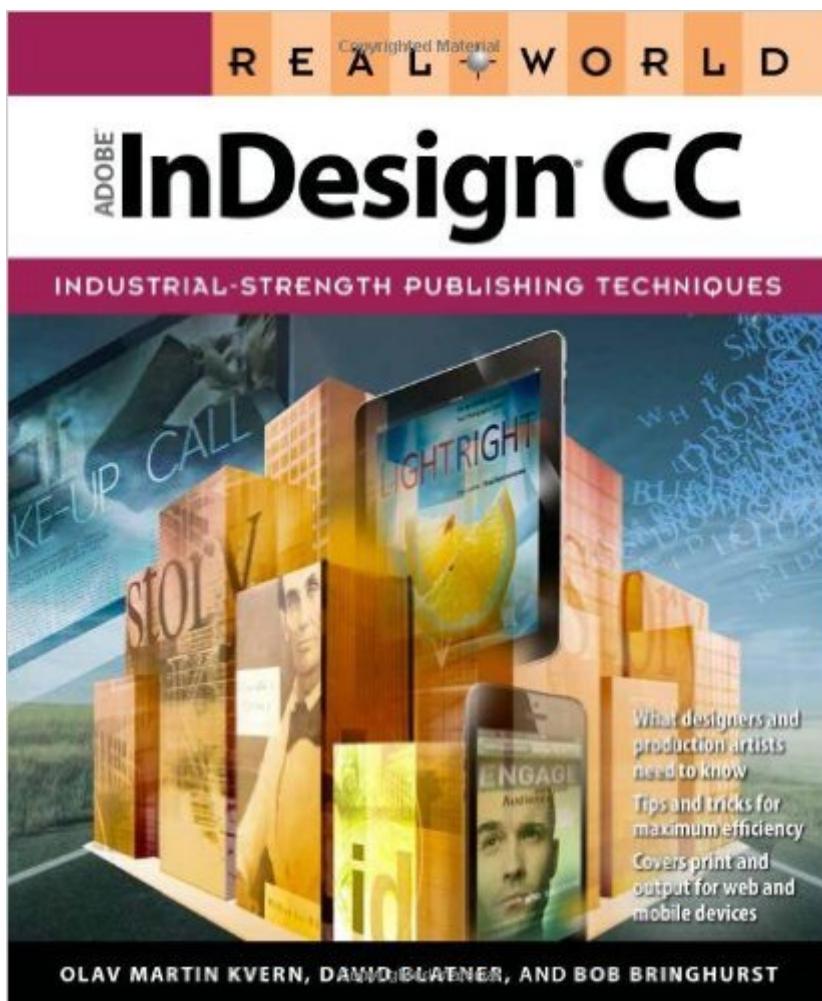
Synopsis

Sharpen your InDesign skills with this definitive resource created specifically for design professionals who need to produce great work in InDesign CCâ "regardless of the delivery platform. Best-selling authors Olav Martin Kvern, David Blatner, and Bob Bringhurst share their hands-on techniques to help you master InDesignâ ™s advanced layout tools. This book is brimming with insightful advice, illustrations, and shortcuts that will have you producing high-quality work in no time.   This is the book that experts open to find real answers to their questions about InDesign. Itâ ™s written in a friendly, visual style that offers accurate information and creative inspiration for every InDesign user, whether youâ ™re publishing to a tablet, mobile phone, or traditional print publication.   In Real World Adobe InDesign CC youâ ™ll learn how to: Use the new Creative Cloud features and enhancements, including managing font menu favorites, QR codes, and much more Prep documents and use the improved EPUB Export feature for web and mobile publishing Take full advantage of the best typesetting features on the market Use best practices for consistent color management Increase productivity with scripts and other automation features

Book Information

Paperback: 840 pages

Publisher: Peachpit Press; 1 edition (August 3, 2013)

Language: English

ISBN-10: 0321930711

ISBN-13: 978-0321930712

Product Dimensions: 7.5 x 1.8 x 9 inches

Shipping Weight: 3.5 pounds (View shipping rates and policies)

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Customer Reviews

I bought this book thinking that I could learn a thing or two; but I was wrong! I feel like I was retaught everything I have learned in the last six years. The best part is that the thoughts are heartily illustrated and I have never really has a hard time following along with the author.The book is split in a rough introduction section focused on the tools and how they are used, but by the end of the book

it becomes much more technical and in depth about how powerful InDesign really is.For reference: I recently finished my 4 year degree and have been working in design for 2.5 yrs, but wow this book is really awesome! The turkey jokes are an added plus!

Even with all the InDesign information that's free online, I continue to rely on this book as a must-have manual. I know that it's accurate, and thanks to the book's organization, it often answers my questions more quickly than you can say "Google it."

I've owned previous versions of Real World Adobe InDesign, and this version for InDesign CC again meets all my page layout needs from complex long to simple short documents.Regarding Kendall L. Vaughan's review above, I think he should be sending his rant to Adobe, not to the authors of Real World Adobe InDesign CC.

Iâ ™m doing research in education about creativity with the use of digital media. The more Iâ ™m learning about InDesign CC, the more Iâ ™m becoming convinced that it has a very strong potential for becoming one of central platforms for teaching and learning in the future. Its interactivity allows a teacher to deliver material with presentations that are much more appealing to our day students. It facilitates the opportunity for a teacher to be an author of the content with the implementation of embedded images, videos and audio components. It enables students with the rights of becoming co-creators of the learning modules. They can add their own interactive features to the body of knowledge that the whole class generates. It makes learning so personal and fun. I wish there was more awareness among teachers about these fantastic possibilities of InDesign CC.As I learn more about InDesign, I also learn about one of the authors of this book. Using this opportunity I would like to personally thank David Blatner for caring not only about InDesign but also about wide community of its users. When I needed help with my InDesign troubles, I contacted him and he answered and gave me very valuable advice. I listen to David Blatner video-teachings on Lynda's and enjoy them the most. He explains things like he knows and cares about the people who he is teaching. I asked him questions on InDesign Secrets and he really tried to help.Thank you, David and thank everyone who contributes to the production of this wonderful program.

The authors of Real World Adobe InDesign CC have created a detailed guide to the world's most popular publishing tool. It's useful for both the novice and the pro, and organized in a way that lets you quickly get to just what you need. If your living depends upon creating great page layouts or

even if you just dabble, Real World Adobe InDesign is a valuable "must have" for your arsenal of tools. Highly recommended!

I have nothing but good to say about David Blatner and his "Real World" books. He continues to deliver top-notch techniques and tips to speed your workflow and show even the most seasoned user new ideas for creating compelling content. I have attended his seminars and been using his books for years. I like that he stays cutting edge and breaks things down in a manner that everyone can understand. InDesign continues to reach new heights and David is right there, showing us how to use the new technology in fresh and innovative ways. If you are going to buy one book to lead you though the labyrinth we know as InDesign, this is the one for you. Well done, Mr. Blatner!

If you buy only one InDesign book, let it be this one--an essential reference to all InDesign's capabilities. It's thorough, balanced, accessible, and has a good sense of humour.

If you don't like the phrasing of Adobe's Help pages, then you must consider this brick of knowledge, real-life experience, and fun! I have a lot of versions of this book and each new one is better. Don't hesitate. I'm consultant and trainer in Publishing in Europe.

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