

Professional Design Techniques with Adobe Creative Suite 3
By Scott Citron

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