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Adobe Photoshop, Flash & Dreamweaver CC

Web Design Portfolio

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AGAINST THE CLOCK
mastering graphic technology

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Acknowledgements

ABOUT AGAINST THE CLOCK

Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing high-quality educational materials for the graphic and computer arts industries since 1990. The company has developed a solid and widely-respected approach to teaching people how to effectively utilize graphics applications, while maintaining a disciplined approach to real-world problems.

Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, ATC drew from years of professional experience and instructor feedback to develop *The Professional Portfolio Series*, focusing on the Adobe Creative Suite. These books feature step-by-step explanations, detailed foundational information, and advice and tips from industry professionals that offer practical solutions to technical issues.

Against The Clock works closely with all major software developers to create learning solutions that fulfill both the requirements of instructors and the needs of students. Thousands of graphic arts professionals — designers, illustrators, imaging specialists, prepress experts, and production managers — began their educations with Against The Clock training books. These professionals studied at Baker College, Nossi College of Art, Virginia Tech, Appalachian State University, Keiser College, University of South Carolina, Gress Graphic Arts Institute, Hagerstown Community College, Kean University, Southern Polytechnic State University, and many other educational institutions.

ABOUT THE AUTHOR

Erika Kendra holds a BA in History and a BA in English Literature from the University of Pittsburgh. She began her career in the graphic communications industry as an editor at Graphic Arts Technical Foundation before moving to Los Angeles in 2000. Erika is the author or co-author of more than thirty books about Adobe graphic design software. She has also written several books about design concepts such as color reproduction and preflighting, and dozens of articles for journals in the graphics industry. Working with Against The Clock for more than fifteen years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

CONTRIBUTING AUTHORS, ARTISTS, AND EDITORS

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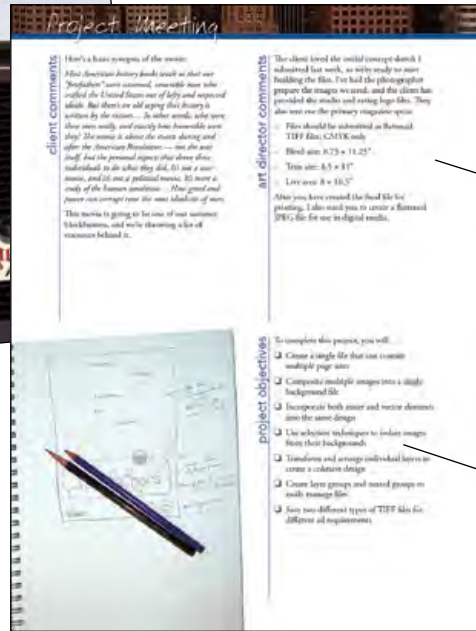
Finally, thanks to **Angelina Kendra**, editor, and **Liz Bleau**, copy editor, for making sure that we all said what we meant to say.

Walk-Through



Project Goals

Each project begins with a clear description of the overall concepts that are explained in the project; these goals closely match the different "stages" of the project workflow.

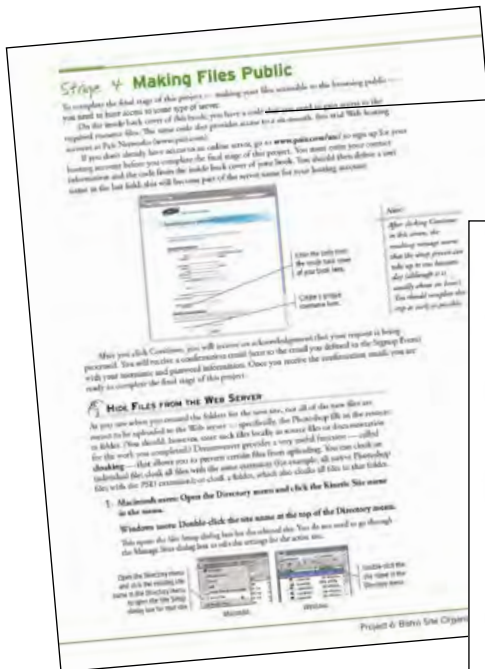


The Project Meeting

Each project includes the client's initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

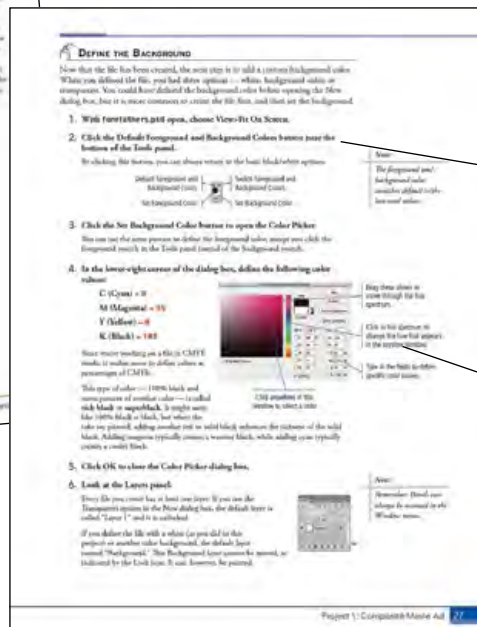
Project Objectives

Each Project Meeting includes a summary of the specific skills required to complete the project.



Real-World Workflow

Projects are broken into logical lessons or "stages" of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.

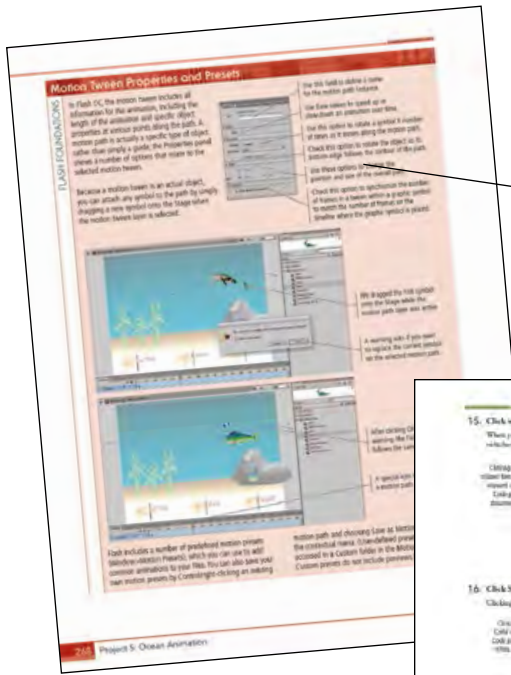


Step-By-Step Exercises

Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

Visual Explanations

Wherever possible, screen shots are annotated so that you can quickly identify important information.



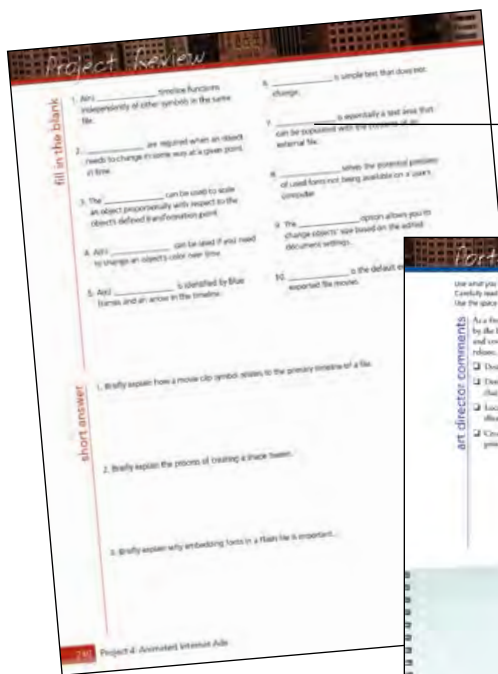
Design Foundations

Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.



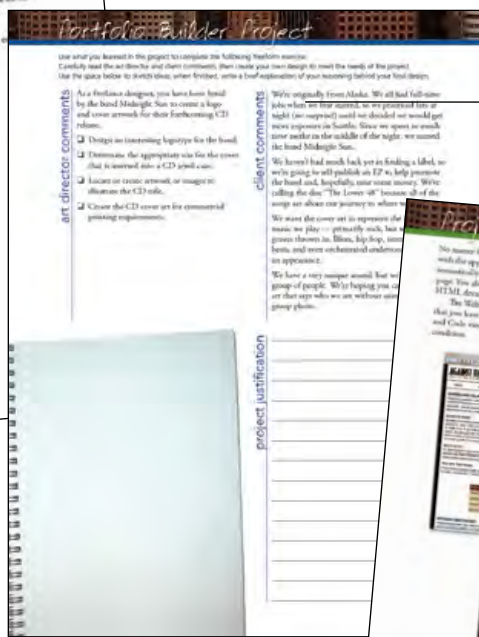
Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or tips about the topic at hand.



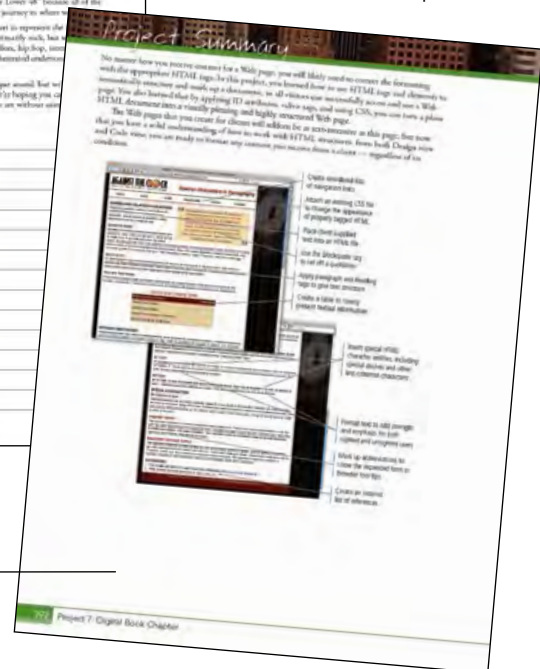
Project Review

After completing each project, you can complete these fill-in-the-blank and short-answer questions to test your understanding of the concepts in the project.



Portfolio Builder Projects

Each step-by-step project is accompanied by a freeform project, allowing you to practice skills and creativity, resulting in an extensive and diverse portfolio of work.



Visual Summary

Using an annotated version of the finished project, you can quickly identify the skills used to complete different aspects of the job.

Projects at a Glance

project 1

Composite Movie Ad

- Setting Up the Workspace
- Compositing Images and Artwork
- Creating Silhouettes
- Managing Multiple Layers
- Saving Files for Multiple Media



project 3

Talking Kiosk Interface

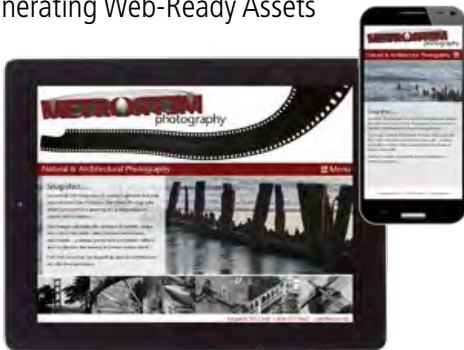
- Working with Symbols
- Working with Sound
- Creating Frame Animations



project 2

Web Page Interface

- Automating Repetitive Tasks
- Editing Layers for Visual Effect
- Generating Web-Ready Assets



project 4

Animated Internet Ads

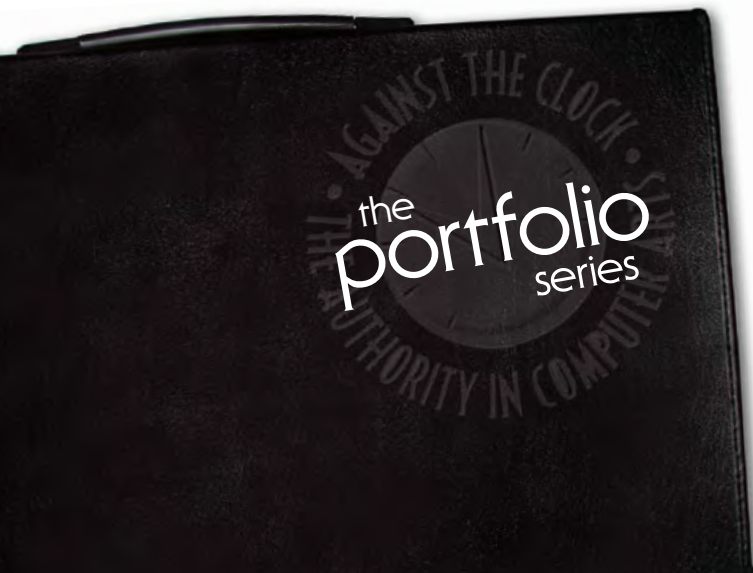
- Animating Symbols
- Working with Text
- Repurposing Animate Content



project 5

Ocean Animation

- Importing Bitmaps and Symbols
- Animating Symbols
- Programming Basic Timeline Control



project 6

Bistro Site Organization

- ❑ Exploring Site Structure
- ❑ Organizing the Site Navigation
- ❑ Naming and Titling Documents
- ❑ Making Files Public



project 9

Museum CSS Layout

- ❑ Creating Layouts with Style Sheets
- ❑ Working with a Template
- ❑ Using CSS to Control Content



project 7

Digital Book Chapter

- ❑ Preparing the Workspace
- ❑ Working with Semantic Markup
- ❑ Working with Special Characters
- ❑ Creating Lists
- ❑ Attaching an External CSS File



The *Against The Clock Portfolio Series* teaches graphic design software tools and techniques entirely within the framework of real-world projects; we introduce and explain skills where they would naturally fall into a real project workflow.

The project-based approach in *The Professional Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

Our approach also prevents “topic tedium” — in other words, we don't require you to read pages and pages of information about text (for example); instead, we explain text tools and options as part of a larger project (in this case, as part of a book cover).

Clear, easy-to-read, step-by-step instructions walk you through every phase of each job, from creating a new file to saving the finished piece. Wherever logical, we also offer practical advice and tips about underlying concepts and graphic design practices that will benefit students as they enter the job market.

The projects in this book reflect a range of different types of Web design jobs, from correcting menu images to building a complete Web page with CSS. When you finish the projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The nine projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

project 8

Photographer's Web Site

- ❑ Placing Static Foreground Images
- ❑ Extracting Photoshop Assets



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