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The Professional Portfolio

AGAINST THE CLOCK
mastering graphic technology

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AGAINST THE CLOCK
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About Against The Clock

Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing 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 use 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 professionals that offer practical solutions to technical issues.

Contributing Editors and Artists

A big thank you to the people whose comments and expertise contributed to the success of these books:

- **Dan Christensen**, technical editor
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- **Jaclyn Garver**, copy editor

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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, and has been a full-time professional graphic designer since 1999.

Erika is the author or co-author of more than forty books about Adobe graphic design software. She has also written several books about graphic design concepts such as color reproduction and preflighting and dozens of articles for graphics and print industry journals. Working with Against The Clock for almost twenty years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

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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.

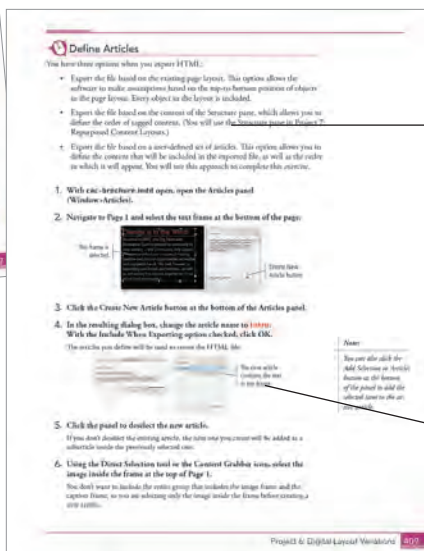
Project Objectives

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.

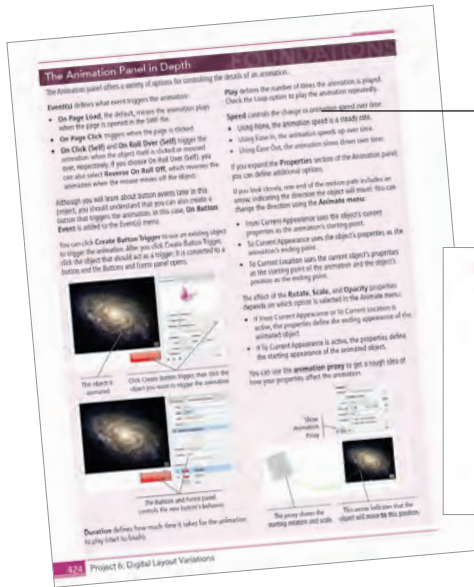


Step-By-Step Exercises

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

Visual Explanations

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



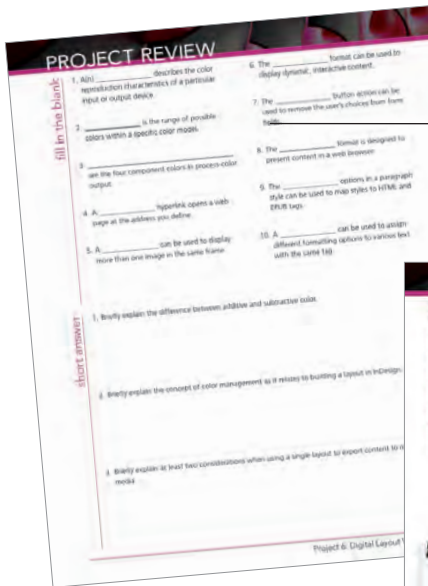
InDesign Foundations

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



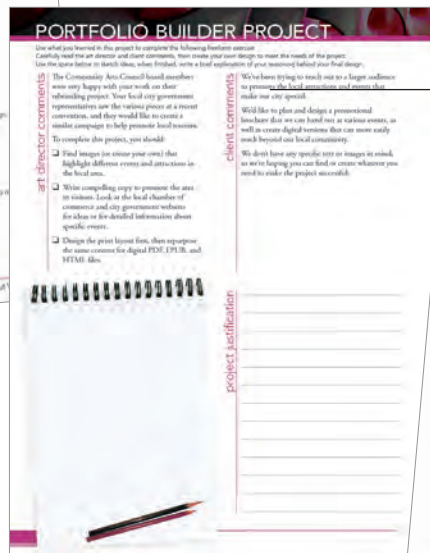
Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or helpful tips.



Project Review

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



Portfolio Builder Projects

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



Visual Summary

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

PROJECTS AT A GLANCE

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 professional workflow. For example, rather than an entire chapter about printing, which most students find boring, we teach printing in conjunction with a print-based project.

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 artwork.

Our approach also prevents “topic tedium.” That means, for example, we don't require you to read pages and pages of information about text. Instead, we explain text tools and options as part of larger projects, such as placing text on a letterhead layout.

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 InDesign jobs, from creating a corporate identity package and implementing a newsletter template to compiling a multi-chapter book. When you finish this book's eight projects and accompanying Portfolio Builder exercises, you will have a substantial body of work that should impress any potential employer.

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

project 1

Letterhead Design

- ❑ Setting up the Workspace
- ❑ Creating Basic Page Elements
- ❑ Placing External Images
- ❑ Creating and Formatting Basic Text
- ❑ Printing InDesign Files



project 2

Festival Poster

- ❑ Building Graphic Interest
- ❑ Importing and Formatting Text
- ❑ Working with Text as Graphics
- ❑ Adjusting Layout Size
- ❑ Outputting PDF Files



project 3

Aerospace Newsletter

- ❑ Working with Templates
- ❑ Working with Styles
- ❑ Working with Tables
- ❑ Preflighting and Packaging the Job



the
portfolio
series

project 4

Museum Exhibits Booklet

- ❑ Working with Master Pages
- ❑ Controlling the Flow of Text
- ❑ Outputting Variations of Files



project 7

Repurposed Content Layouts

- ❑ Working with XML
- ❑ Creating Alternate Layouts



project 5

Folding Travel Brochure

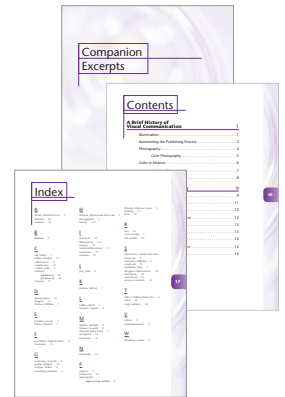
- ❑ Building a Folding Template
- ❑ Advanced Frame Options
- ❑ Advanced Text Formatting



project 8

Multi-Chapter Booklet

- ❑ Combining Documents into Books
- ❑ Building a Table of Contents
- ❑ Building an Index
- ❑ Exporting Book Files
- ❑ Merging Data into a Page Layout



project 6

Digital Layout Variations

- ❑ Controlling Color for Output
- ❑ Creating Interactive PDF Elements
- ❑ Exporting an HTML File
- ❑ Exporting an EPUB File



Our goal throughout the projects in this book is to familiarize you with the tool set so you can be more productive and more marketable in your career as a graphic designer.

It is important to keep in mind that InDesign is an extremely versatile and powerful application. The sheer volume of available tools, panels, and features can seem intimidating when you first look at the software interface. With a bit of background information and a little practice however, most of these tools are fairly simple to use.

Wherever necessary, we explain the underlying concepts and terms required for understanding the software. We're confident these projects provide the practice necessary for you to create sophisticated artwork by the end of the first project.

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