Adobe Illustrator Photoshop & InDesign CS5

Graphic Design Portfolio

AGAINST THE CLOCK

mastering graphic technology

Managing Editor: Ellenn Behoriam
Cover & Interior Design: Erika Kendra
Copy Editor: Angelina Kendra

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4710 28th Street North, Saint Petersburg, FL 33714
800-256-4ATC • www.againsttheclock.com

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, Brenau 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 twenty 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 online and print journals in the graphics industry. Working with Against The Clock for more than ten 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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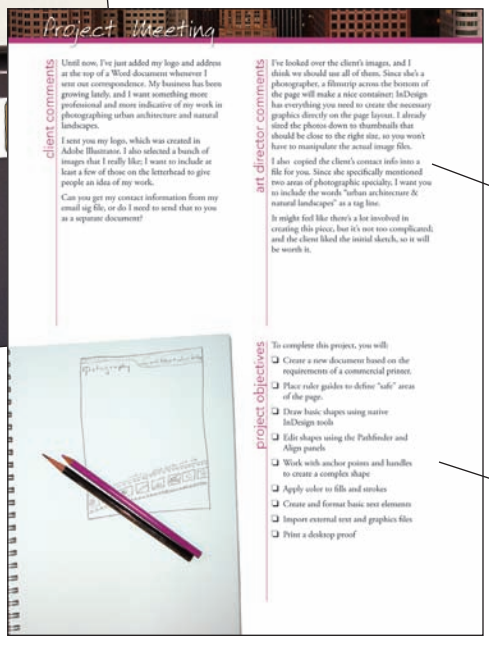
Finally, thanks to **Angelina Kendra**, editor, for making sure that we all said what we meant to say.

Walk-Through

project 1
International Symbols
This project incorporates the following skills:
- Placing raster images into an Illustrator file to use as drawing templates
- Creating and managing simple shapes and lines
- Using various tools and panels to transform objects' color, position, and shape
- Cloning objects to minimize repetitive tasks
- Using layers to organize and manage complex artwork
- Drawing complex shapes by combining simple shapes

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.

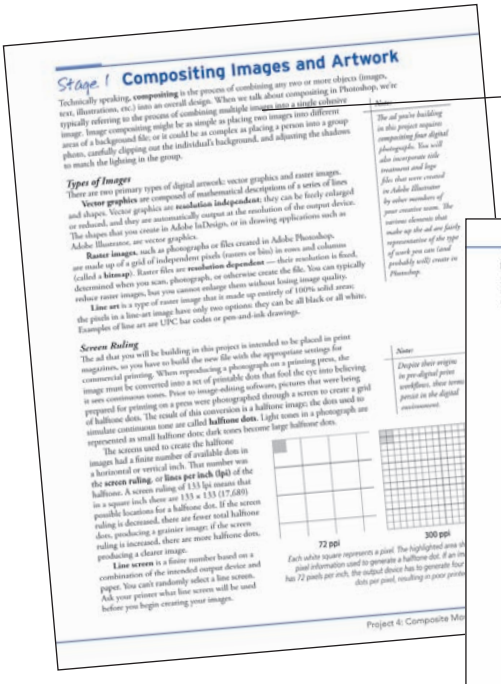

Project Meeting
client comments
art director comments
project objectives
- Create a new document based on the requirements of a commercial printer.
- Place ruler guides to define "safe" areas of the page.
- Draw basic shapes using native InDesign tools
- Edit shapes using the Pathfinder and Align panels
- Work with anchor points and handles to create a complex shape
- Apply color to fills and strokes
- Create and format basic text elements
- Import external text and graphics files
- Print a desktop proof

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.

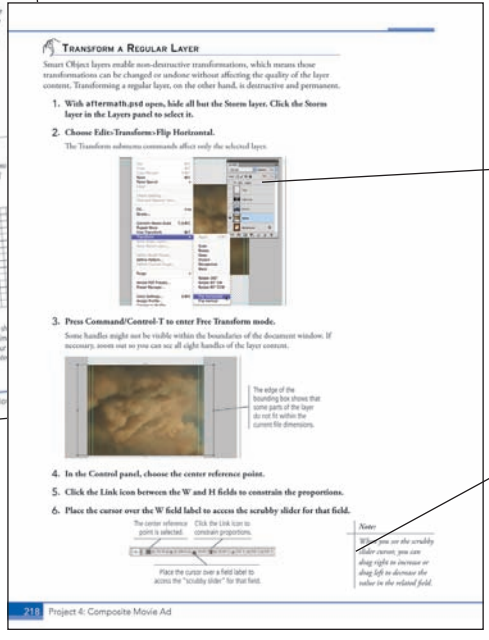
Project Objectives

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


Stage 1 Compositing Images and Artwork

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.

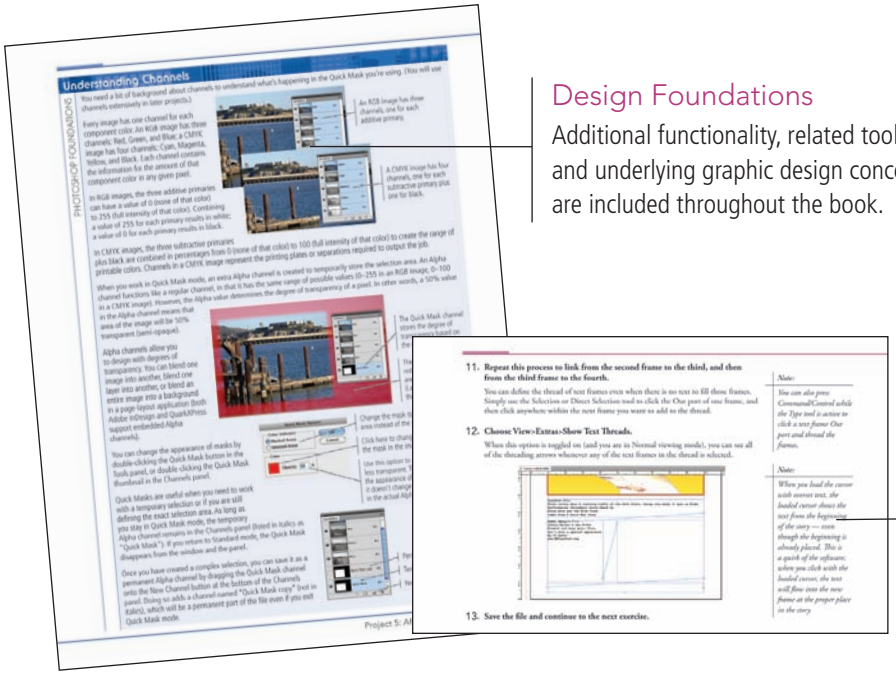

Transform a Regular Layer
1. With aftermath.psd open, hide all but the Storm layer. Click the Storm layer in the Layers panel to select it.
2. Choose Edit>Transform>Flip Horizontal.
3. Press Command/Control-T to enter Free Transform mode.
4. In the Control panel, choose the center reference point.
5. Click the Link icon between the W and H fields to constrain the proportions.
6. Place the cursor over the W field label to access the scrubby slider for that field.
218 Project 4: Composite Movie Ad

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.

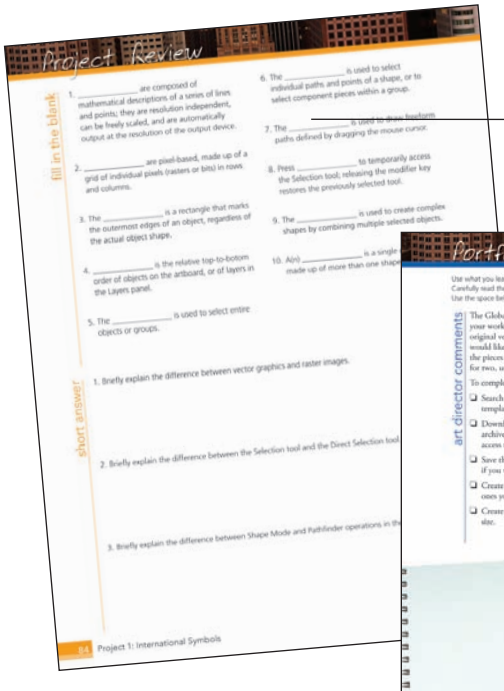


Design Foundations

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

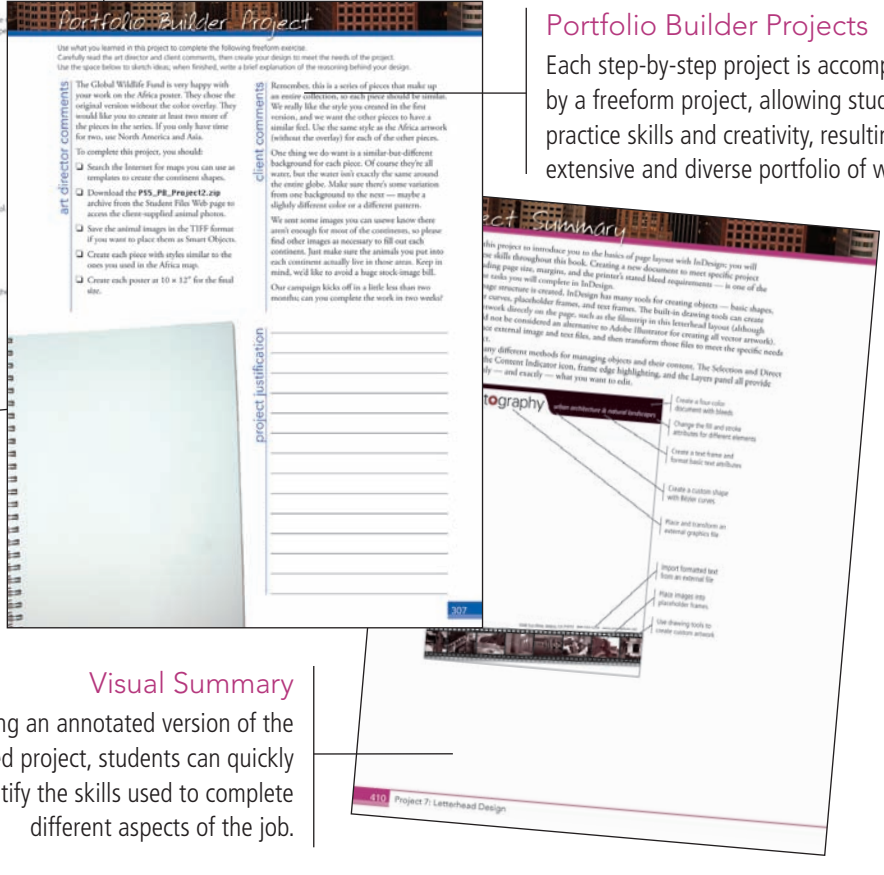
Advice and Warnings

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



Project Review

After completing each project, 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

project 1

International Symbols

- ❑ Setting up the Workspace
- ❑ Drawing Basic Shapes

project 2

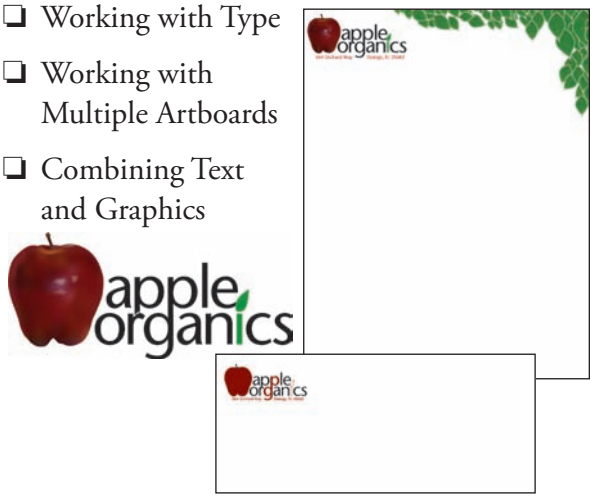
Balloon Festival Artwork

- ❑ Drawing Complex Artwork
- ❑ Coloring and Painting Artwork
- ❑ Exporting EPS and PDF Files

project 3

Identity Package

- ❑ Working with Gradient Meshes
- ❑ Working with Type
- ❑ Working with Multiple Artboards
- ❑ Combining Text and Graphics



project 4

Composite Movie Ad

- ❑ Compositing Images and Artwork
- ❑ Managing Layers
- ❑ Creating Complex Selections
- ❑ Saving Photoshop Files for Print

project 5

African Wildlife Map

- ❑ Working with Vector Shape Layers
- ❑ Compositing with Smart Objects
- ❑ Using Filters and Adjustments
- ❑ Creating an Artistic Background
- ❑ Creating Variations

project 6

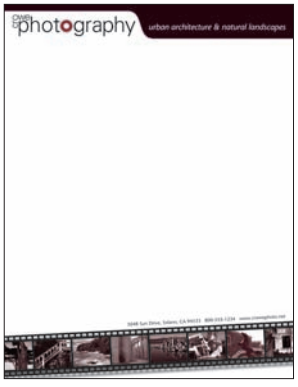
Menu Image Correction

- ❑ Retouching Damaged Images
- ❑ Correcting Lighting Problems
- ❑ Correcting Color Problems
- ❑ Preparing Images for Print
- ❑ Working with HDR Images

project 7

Letterhead Design

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



project 8

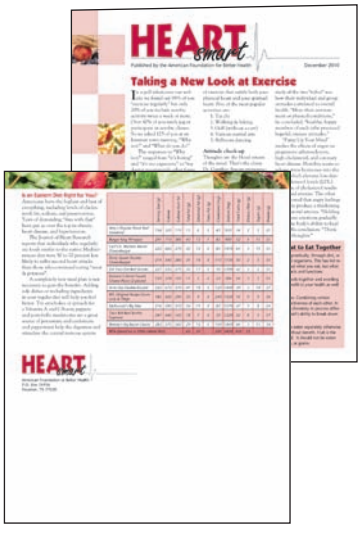
Festival Poster

- ❑ Building Graphic Interest
- ❑ Importing and Formatting Text
- ❑ Graphics as Text and Text as Graphics
- ❑ Outputting the File

project 9

HeartSmart Newsletter

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



project 10

Combined Brochure

- ❑ Controlling Color for Output
- ❑ Placing and Controlling Images
- ❑ Working with Text
- ❑ Editing Linked Files

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.

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 print design jobs using Adobe Illustrator, Photoshop, and InDesign. When you finish the ten projects in this book (and the accompanying Portfolio Builder exercises), you will have a solid foundational knowledge of the three most popular applications in the print design market — and have a substantial body of work that should impress any potential employer.

Contents

Acknowledgements iii

Walk-Through iv

Getting Started xvi

The Adobe CS5 User Interface 1

Explore the InDesign Interface . . . 1
Menus in Adobe Applications . . . 2
Identifying InDesign Tools . . . 5
Accessing Tools in Adobe CS5 Applications . . . 6
Explore the Arrangement of Application Panels . . . 7
Create a Saved Workspace . . . 10
Customizing Menus and Keyboard Shortcuts . . . 11
Application Preferences . . . 12
Explore the InDesign Document Views . . . 13
Summing up the InDesign View Options . . . 18
Explore the Arrangement of Multiple Documents . . . 19
Explore the Illustrator User Interface . . . 23
Identifying Illustrator Tools . . . 26
Summing up the Illustrator View Options . . . 28
Explore the Photoshop User Interface . . . 29
Identifying Photoshop Tools . . . 32
Summing up the Photoshop View Options . . . 34

Project 1 International Symbols 35

Stage 1 **Setting up the Workspace** . . . 37
Create a New Document . . . 37
Using Smart Guides . . . 40
Define Smart Guide Preferences . . . 40
Draw Basic Shapes . . . 41
Selection Basics . . . 44
Control Fill and Stroke Attributes . . . 45
Transforming Objects with the Bounding Box . . . 47
Free Transform Options . . . 48
Control Object Positioning . . . 51
Align and Distribute Objects . . . 54
Edit Individual Grouped Elements . . . 57
Import Template Images . . . 59
Manage Multiple Layers . . . 61

Stage 2 **Drawing Basic Shapes** . . . 66
Create Artwork with Lines . . . 66
Reflect Drawing Objects . . . 68
Rotate Drawing Objects . . . 70
Divide Basic Shapes into Component Pieces . . . 72
The Pathfinder Panel in Depth . . . 75
Work in Isolation Mode . . . 77

Use Measurements to Adjust Your Artwork . . . 79
Draw with the Pencil Tool . . . 81
Using Live Trace to Create Artwork from Images . . . 83
Project Review . . . 84
Portfolio Builder Project . . . 85

Project 2 Balloon Festival Artwork **87**

Stage 1 **Drawing Complex Artwork** . . . 89
Prepare the Drawing Workspace . . . 89
Use the Pen Tool to Trace the Sketch . . . 90
Select and Edit Complex Paths . . . 95
Build Shapes from Overlapping Paths . . . 97
More on the Shape Builder Tool . . . 100
Adjust Anchor Points and Handles . . . 101
Understanding Anchor Point and Bézier Curve Tools . . . 102
Add Detail with the Pencil and Line Segment Tools . . . 103
Editing Anchor Points with the Control Panel . . . 103
Create Shapes with the Blob Brush Tool . . . 105
Using the Draw Inside Mode . . . 106
Stage 2 **Coloring and Painting Artwork** . . . 107
Use the Color Panel to Define Custom Swatches . . . 108
Create Global Swatches . . . 110
Add a Color Gradient . . . 111
Edit Global Color Swatches . . . 114
Use the Gradient Tool . . . 115
Manage Artwork with Layers . . . 118
Recolor Artwork . . . 121
Understanding Color Terms . . . 122
Recoloring Options . . . 125
EPS Options . . . 126
Stage 3 **Exporting EPS and PDF Files** . . . 126
Save an EPS File . . . 126
Save a File as PDF . . . 127
Project Review . . . 129
Portfolio Builder Project . . . 130

Project 3 Identity Package **133**

Stage 1 **Working with Gradient Meshes** . . . 135
Set up the Workspace . . . 135
Draw the Apple Shapes . . . 137
Create a Gradient Mesh . . . 138
Gradient Mesh Options . . . 140
Work with a Mesh Using Smart Guides . . . 143
Color the Remaining Objects . . . 146
Use Filters to Add Object Highlights . . . 148
The Appearance Panel in Depth . . . 149
Type Terminology . . . 150

Stage 2 **Working with Type** . . . 151
Create Point-Type Objects . . . 151
The Character Panel in Depth . . . 154
Manipulate Type Objects . . . 155
Point Type vs. Area Type . . . 156
Convert Type to Outlines . . . 158
Create Custom Graphics from Letter Shapes . . . 161
Stage 3 **Working with Multiple Artboards** . . . 163
Adjust the Default Artboard . . . 163
Managing Artboard Options . . . 164
Use the Layers Panel to Organize Artwork . . . 166
Copy the Artboard and Artwork . . . 167
Convert Mesh Objects to Regular Paths . . . 169
Add Spot Color to the Two-Color Logo . . . 171
Export EPS Logo Files . . . 174
Stage 4 **Combining Text and Graphics** . . . 175
Work with Placed Graphics . . . 175
Understanding Placed-Image Bounding Boxes . . . 177
Create the Envelope Layout . . . 179
Print Desktop Proofs of Multiple Artboards . . . 181
Project Review . . . 185
Portfolio Builder Project . . . 186

Project 4 **Composite Movie Ad** **189**

Stage 1 **Compositing Images and Artwork** . . . 191
Open a File from Adobe Bridge . . . 192
Resize the Image . . . 194
More on Resolution and Resampling . . . 196
Crop the Canvas and Place Ruler Guides . . . 197
Drag a File to Composite Images . . . 201
Open Files with Mini Bridge . . . 203
Place a File from Mini Bridge . . . 207
Rasterize a Vector File . . . 208
Place Multiple EPS Graphics . . . 210
The Mini Bridge Panel in Depth . . . 211
Stage 2 **Managing Layers** . . . 212
Name Layers and Layer Groups . . . 212
Move and Transform Smart Object Layers . . . 215
Transform a Regular Layer . . . 218
Transform the Background Layer . . . 219
Stage 3 **Creating Complex Selections** . . . 222
Make a Feathered Selection . . . 222
The Lasso Tools . . . 223
Select a Color Range and Create a Layer Mask . . . 224
Selecting Localized Color Clusters . . . 226
Make and Refine a Quick Selection . . . 230

Arrange Layer Position and Stacking Order . . . 232
Common File Formats . . . 234

Stage 4 **Saving Photoshop Files for Print** . . . 234
Save a Layered TIFF File . . . 234
Save a Flattened TIFF File . . . 236
Project Review . . . 238
Portfolio Builder Project . . . 239

Project 5 African Wildlife Map **241**

Stage 1 **Working with Vector Shape Layers** . . . 243
Review and Resample the Existing Source Image . . . 243
Create a Vector Shape Layer . . . 245
Understanding Anchor Points and Handles . . . 246
Add to an Existing Shape Layer . . . 249
Control and Edit a Shape Layer . . . 251
Subtract from a Shape Layer . . . 253
The Paths Panel in Depth . . . 255
Resample the Shape Layer and Change the Canvas Size . . . 256
Add Color and Texture to the Shape Layer . . . 258

Stage 2 **Compositing with Smart Objects** . . . 261
Compare Smart Object Layers to Normal Layers . . . 261
Work with Feathered Selections in Quick Mask Mode . . . 262
Understanding Channels . . . 263
Apply a Layer Mask to a Smart Object Layer . . . 266
Edit a Layer Mask . . . 268
Accessing Brush Libraries . . . 272
Use the Masks Panel . . . 272
Vector Masks vs. Pixel Masks . . . 274
Convert Regular Layers to Smart Objects . . . 275
Rasterizing Smart Objects with Masks . . . 278
Create a Clipping Mask . . . 279

Stage 3 **Using Filters and Adjustments** . . . 282
Apply Non-Destructive Filters to Smart Objects . . . 282
Fading Effects . . . 284
Apply Destructive Filters to Regular Layers . . . 285
The Stylize Filters . . . 287
The Distortion Filters . . . 288

Stage 4 **Creating an Artistic Background** . . . 289
Use the Eyedropper Tool . . . 289
Create a Custom Gradient . . . 291
Create a Gradient Fill Layer . . . 293
Create a Pattern Fill Layer . . . 294
Adjust Layer Order and Blending Mode . . . 295
Distinguishing Photoshop Blending Modes . . . 296
Liquify a Layer . . . 298
Liquify Filter Tools . . . 300

Stage 5 **Creating Variations** . . . 301
Unify Effects with a Solid Color Overlay . . . 301
Create Layer Comps . . . 303
Project Review . . . 306
Portfolio Builder Project . . . 307

Project 6 Menu Image Correction **309**

Stage 1 **Retouching Damaged Images** . . . 311
Remove Grain with Blur and Sharpen Techniques . . . 311
The Noise Filters . . . 312
The Blur Filters . . . 313
The Smart Sharpen Filter . . . 314
Heal Severe Scratches . . . 315
Aligning the Healing Source . . . 316
Clone out Major Damage . . . 317
The Clone Source Panel in Depth . . . 320
Stage 2 **Correcting Lighting Problems** . . . 321
Correct Problems with Brightness/Contrast . . . 321
Correct Contrast and Tonal Range with Levels . . . 323
Histogram Statistics . . . 323
The Gradient Map Adjustment . . . 324
Identifying Shadows and Highlights . . . 326
Correct Lighting Problems with the Exposure Adjustment . . . 327
Stage 3 **Correcting Color Problems** . . . 329
Understanding Color Terms . . . 330
Correct Color Cast with the Color Balance Adjustment . . . 331
Correct Gray Balance with Curves . . . 333
Curve Display Options . . . 336
Correct Contrast with Curves . . . 337
Adjusting Curves On-Screen . . . 337
Automatic Color Correction . . . 340
Stage 4 **Preparing Images for Print** . . . 341
Identify Out-of-Gamut Colors . . . 341
Adjust Highlight and Shadow Points for Print . . . 343
Converting Images to Grayscale . . . 346
Converting Image Color Modes . . . 347
Stage 5 **Working with HDR Images** . . . 349
Use Merge to HDR Pro . . . 349
Reducing Dynamic Range for Output . . . 352
Project Review . . . 354
Portfolio Builder Project . . . 355

Project 7 Letterhead Design **357**

Stage 1 **Setting up the Workspace** . . . 359
Define a New Layout File . . . 359
Understanding Document Presets . . . 363
Create Ruler Guides . . . 364

Stage 2 **Creating Basic Page Elements** . . . 366
Create Basic Frames . . . 366
The Control Panel in Depth . . . 368
Create a Rounded Rectangle . . . 371
Clone, Align, and Distribute Multiple Objects . . . 373
Editing Object Corners . . . 373
Aligning and Distributing Objects . . . 376
Create a Compound Path . . . 377
The Pathfinder Panel in Depth . . . 378
Create and Transform Multiple Frames . . . 379
Create a Simple Line . . . 382
Create Bézier Curves . . . 385
Creating Irregular Shapes with the Polygon Tool . . . 387
Change Color Values . . . 388
Stage 3 **Placing External Images** . . . 389
Place an External Graphics File . . . 389
Place Images into Existing Frames . . . 392
Stage 4 **Creating and Formatting Basic Text** . . . 395
Create a Simple Text Frame . . . 395
Selecting Text . . . 399
Place an External Text File . . . 400
Tips and Tricks for Working with Layout Elements . . . 403
Stage 5 **Printing InDesign Files** . . . 404
Print a Sample Proof . . . 404
Project Review . . . 408
Portfolio Builder Project . . . 409

Project 8 **Festival Poster** **411**

Stage 1 **Building Graphic Interest** . . . 413
Set up the Workspace . . . 413
Define Color Swatches . . . 414
Color by Numbers . . . 416
Create the Poster Background . . . 418
Define and Apply a Gradient . . . 421
Modify Gradient Attributes . . . 423
The Gradient Tools . . . 424
Create Visual Impact with Transparency . . . 426
Blending Modes . . . 429
Create an Irregular Graphics Frame . . . 431
Applying Effects . . . 432
Clipping Path Options . . . 434
Stage 2 **Importing and Formatting Text** . . . 437
Control Text Threading . . . 437
Define Manual Frame Breaks . . . 439
Apply Character Formatting . . . 441
Apply Paragraph Formatting . . . 445
Copying Type Attributes with the Eyedropper Tool . . . 447

Use Optical Margin Alignment 448
Understanding the Baseline Grid 450
Stage 3 **Graphics as Text and Text as Graphics** 450
Place Inline Graphics 450
Working with Anchored Objects 451
Anchored Object Size and Text Position 452
Custom Anchor Options 453
Create Type on a Path 454
Type on a Path Options 456
Using the Flattener Preview Panel 458
Stage 4 **Outputting the File** 458
Export a PDF File for Print 459
Resolution Options for PDF 461
Flattener Presets 462
Project Review 463
Portfolio Builder Project 464

Project 9 HeartSmart Newsletter 467

Stage 1 **Working with Templates** 469
Manage Missing Fonts 469
The Links Panel in Depth 472
Replace Missing Graphics 472
Edit Margin and Column Guides 474
Create a New File Based on the Template 476
Understanding Master Pages 477
Implement the Newsletter Template 480
Use Mini Bridge to Place Images 481
Content Fitting Options 483
Stage 2 **Working with Styles** 485
Apply Template Styles 485
Working with Microsoft Word Files 487
Use Mini Bridge to Place Text 490
Edit a Paragraph Style to Span Columns 491
Create a Sidebar Box 492
Text Frame Options 494
Edit Text Inset and Wrap Settings 494
Text Wrap Options 496
Stage 3 **Working with Tables** 497
Place a Microsoft Excel Table 497
Format Cell Contents 499
Format Cell Attributes 500
Define Table Fills and Strokes 502
Managing Table Setup 503
Controlling Cell Attributes 505
Understanding Table Styles 506
Creating Table Headers and Footers 507

Stage 4 **Preflighting and Packaging the Job** . . . 508
Define a Preflight Profile . . . 508
What's in a Preflight Profile? . . . 511
Evaluate the Layout . . . 513
Create the Job Package . . . 515
Project Review . . . 517
Portfolio Builder Project . . . 518

Project 10 **Combined Brochure** **521**

Stage 1 **Controlling Color for Output** . . . 523
Color Management in Theory and Practice . . . 525
Define Application Color Settings . . . 526
Understanding Rendering Intents . . . 527
Assign Color Settings to an Existing File . . . 528
Stage 2 **Placing and Controlling Images** . . . 530
Replace a Native Illustrator File . . . 530
Place a Native Photoshop File . . . 533
Place an EPS File . . . 535
Controlling Display Performance . . . 536
Place a TIFF File . . . 537
Place a PDF File . . . 538
Place Multiple JPEG Images . . . 541
Place an InDesign File . . . 543
Stage 3 **Working with Text** . . . 544
Delete and Create Paragraph Styles . . . 544
What's in a Paragraph Style? . . . 548
Edit Style Definitions . . . 549
Enable Track Changes . . . 551
Find and Change Text . . . 552
The Find/Change Dialog Box in Depth . . . 553
Entering Special Characters in Dialog Boxes . . . 554
Find and Change Text Formatting Attributes . . . 555
Find and Change Object Attributes . . . 558
Check Document Spelling . . . 561
Using Dynamic Spelling . . . 564
Review Tracked Changes . . . 565
Stage 4 **Editing Linked Files** . . . 567
Edit a Linked InDesign File . . . 567
Edit a Placed Illustrator File . . . 569
Edit a Placed Photoshop File . . . 571
Preview Separations . . . 573
Export Color-Managed PDF Files . . . 576
Create a PDF for Digital Distribution . . . 577
Project Review . . . 581
Portfolio Builder Project . . . 582

Prerequisites

The Professional Portfolio Series is based on the assumption that you have a basic understanding of how to use your computer. You should know how to use your mouse to point and click, as well as how to drag items around the screen. You should be able to resize and arrange windows on your desktop to maximize your available space. You should know how to access drop-down menus, and understand how check boxes and radio buttons work. It also doesn't hurt to have a good understanding of how your operating system organizes files and folders, and how to navigate your way around them. If you're familiar with these fundamental skills, then you know all that's necessary to use *The Professional Portfolio Series*.

Resource Files

All of the files you need to complete the projects in this book — except, of course, the Creative Suite application files — are on the Student Files Web page at www.againsttheclock.com. See the inside back cover of this book for access information.

Each archive (ZIP) file is named according to the related project (e.g., **Print5_RF_Project1.zip**). At the beginning of each project, you must download the archive file for that project and expand that archive to access the resource files that you need to complete the exercises. Detailed instructions for this process are included in the Interface chapter.

Files required for the related Portfolio Builder exercises at the end of each project are also available on the Student Files page; these archives are also named by project (e.g., **Print5_PB_Project1.zip**).

ATC Fonts

You must download and install the ATC fonts from the Student Files Web page to ensure that your exercises and projects will work as described in the book. Specific instructions for installing fonts are provided in the documentation that came with your computer. You should replace older (pre-2004) ATC fonts with the ones on the Student Files Web page.

System Requirements

The Professional Portfolio Series was designed to work on both Macintosh or Windows computers; where differences exist from one platform to another, we include specific instructions relative to each platform. One issue that remains different from Macintosh to Windows is the use of different modifier keys (Control, Shift, etc.) to accomplish the same task. When we present key commands, we follow the Macintosh/Windows format — Macintosh keys are listed first, then a slash, followed by the Windows key command.