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Adobe Photoshop & Dreamweaver

Web Design 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.

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.

Contributing Editors and Artists

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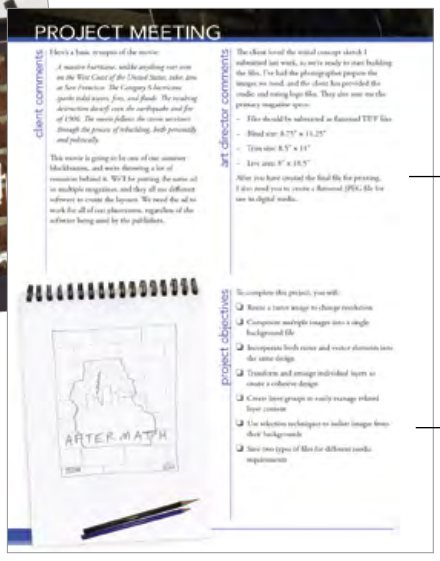
WALK-THROUGH

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

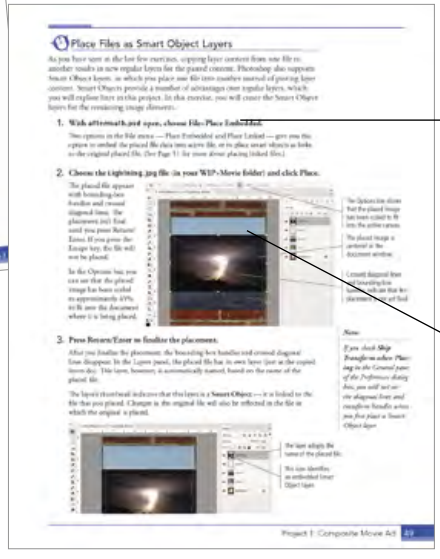
Each project includes the client's initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

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 captures are annotated so students can quickly identify important information.

Design Foundations

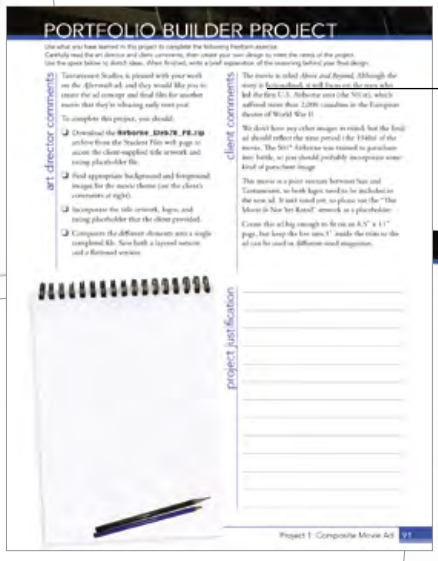
Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.

Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or 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

project 1

Composite Movie Ad

- ❑ Compositing Images and Artwork
- ❑ Managing Layers
- ❑ Creating Complex Selections
- ❑ Saving Files for Multiple Media

project 2

Car Magazine Cover

- ❑ Enlarging Source Files
- ❑ Working with Vector Tools
- ❑ Applying Styles and Filters

project 3

City Promotion Cards

- ❑ Creating New Files
- ❑ Manipulating Pixels
- ❑ Working with Type
- ❑ Creating Style with Layers
- ❑ Working in 3D

project 4

Web Page Design

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

project 5

Bistro Site Organization

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

project 6

HTML Book Chapter

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

project 7

Arts Council Website

- ❑ Placing Static Foreground Images
- ❑ Extracting Photoshop Assets

project 8

Museum CSS Layout

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

Against The Clock's *The Professional 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 set of promotional ads).

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 design jobs, from designing a composite layout to building a 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 eight projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

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