

# Peachpit

## 2009 Catalog

Dear Readers,

When you're worried about the global economy and perhaps even your own job security, there's no better time to be at the top of your game—to brush up on rusty skills and learn new ones. The more disciplines and tools you know, the further you can drive your career.

The launch of Adobe's new Creative Suite 4 represents a good time to retool, whether you're designing or producing for print, the Web, digital video, photography, or—in these media-rich days—probably all of the above. Our new Creative Suite 4 Online Resource Center ([www.peachpit.com/adobecs4](http://www.peachpit.com/adobecs4)) offers free articles, video tutorials, and a look at our entire selection of CS4 books and videos for every level of user. And they're written and taught by the world's most celebrated designers, artists, developers, DV pros, and digital photographers. Some of my favorite picks for the year are titles on HDR for digital photographers, neuro web design, and optimizing your color files for professional printing.

We are thoughtfully growing our selection of on-demand videos, available at [www.peachpit.com/video](http://www.peachpit.com/video) and in our online reference library at [safari.peachpit.com](http://safari.peachpit.com). Rather than targeting comprehensive topic coverage, we're tapping into those authors who teach and speak to bring their signature style to the screen. With this kind of instruction from our top experts, you can see exactly how to do what they do in real-time. Our Peachpit Facebook group brings our authors and readers together for discussion, and Peachpitters are always happy to answer your questions about our products or chat with you on Twitter ([twitter.com/Peachpit](http://twitter.com/Peachpit)), as well as hear your feedback on our blog ([www.peachpit.com/blogs](http://www.peachpit.com/blogs)).

We look forward to being a part of your ongoing learning in 2009.



Nancy Aldrich-Ruenzel

Publisher, Vice President, and Lifelong Learner

Peachpit Creative Pro Group, a division of Pearson Education

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Facebook.com    [Nancy Aldrich-Ruenzel](http://Nancy.Aldrich-Ruenzel)

## Peachpit Brands



**Peachpit  
Press**

**New  
Riders**

## Partners

**Adobe Press**



## Peachpit Offers More Than Just Print Books!

### Safari Books Online

Peachpit's Safari Books Online is a fully searchable, on-demand digital library featuring our graphic and Web design titles. See **page 10** for more information.

### Rough Cuts

The Rough Cuts service from Peachpit's Safari Books Online lets you read a book as it's being written! Turn to **page 36** for more information.

### Peachpit Video on Demand

Peachpit now offers Video QuickStarts and many other training videos from our best-selling authors. Learn more on **pages 15 and 41**, and at [www.peachpit.com/video](http://www.peachpit.com/video).

### eBooks

Would you like to read one of our books as an eBook? Visit [www.peachpit.com](http://www.peachpit.com) to purchase a copy of almost any print book in our catalog.

### Articles, Podcasts, Interviews, Blogs, and More!

At [Peachpit.com](http://Peachpit.com) you can read articles and tips from the experts behind the books, watch an episode of Peachpit TV, comment on our blog, sign up for newsletters, and much more. Turn to **page 8** for more information.

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## Peachpit



### Apple Pro Training Series and Apple Training Series

The Apple Pro Training Series and Apple Training Series constitute a key part of Apple's official curriculum, covering Mac OS X, Pro Apps, and other Apple technologies. They are both self-paced learning tools and the official curriculum of the Apple Training and Certification Program. Each Apple Certified title is a self-paced, project-based course with focused lessons that take you step-by-step through practical, real-world projects. Each title comes with a CD or DVD that includes lesson and media files used in the book.



### From Snapshots to Great Shots

From Snapshots to Great Shots is an inspirational new digital photography series that provides a perfect blend of instruction and reference for particular camera models. Unlike most camera-specific books, this series goes beyond the tour of the camera's capabilities to teach readers how to take great photos. Each book features a clear, elegant design; full-color images; and a friendly, knowledgeable voice that make photographic knowledge pop off the page.



### Pocket Guides

These handy, low-priced, pocket-sized books are packed with bite-sized chunks of practical information for people who want to jump in and master the latest digital lifestyle gadgets. Snappy writing, eye-catching graphics, and a fresh design take readers through the most common tasks and offer advice for when the device becomes uncooperative.



### "The ... Book" by Scott Kelby

This series, including *The Digital Photography Book*, *The iPhone Book*, *The iPod Book*, and more, is written in Scott Kelby's signature "show-me-how-to-do-it" voice to teach you step by step, using the same casual, plain-English, conversational style that has made him the world's #1 technology author.



### Visual QuickStart Guides

#### Get Up and Running Quickly

Get up and running in no time with these best-selling quick-reference guides. The key to their worldwide popularity: concise, step-by-step explanations of core tools and techniques in a task-based reference format, with plenty of screenshots to keep you on track as you work.



### Video QuickStarts

The best-selling Visual QuickStart Guide series is now available as online video! Video QuickStarts combine the step-by-step approach of the Visual QuickStart Guide series with the immediacy of online learning—an all-new approach to mastering a new application or technology. Each video offers short, task-based lessons with rich graphics to demonstrate key concepts. Make your purchase online, log in, and within minutes you will be learning at your desktop.



### Visual QuickPro Guides

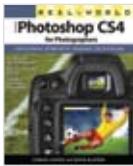
#### Beyond the Basics

Based on the proven Visual QuickStart model, these books will elevate your skills to the next level. The task-based format is the same as a QuickStart but the topics go way beyond the basics, covering advanced techniques that will take you from novice to pro.



### Visual QuickProject Guides

Learn just what you need to know to create an entire project from start to finish, whether it's creating a Web page, putting together a presentation, or editing digital video!



## Real World

### Industrial-Strength Techniques

Industry pros delve under the hood of the software you use every day to bring you comprehensive references packed with industrial-strength production techniques and timesaving tips. Working professionals in digital graphics, publishing, and Web design will find these books invaluable.

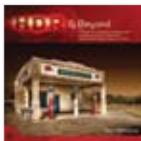


## Wow! Books

### Creative Design Techniques to Inspire You

The perfect balance of inspiration and instruction, these full-color books showcase the dazzling work and creative techniques of top graphic artists. Each book includes a CD full of stock photos, demos, actions, brushes, and other goodies.

## New Riders



## Voices That Matter

Reserved for the voices that are revolutionary and influential in their field, these volumes use passionate storytellers to teach, challenge, and force us to seek new solutions and view the world from a different perspective. If you want to be inspired, you need to open a New Riders *Voices That Matter* book.



## AIGA Design Press

AIGA Design Press is committed to stimulating thinking at the intersection of design, business, technology, and culture. The Press is a partnership with New Riders Publishing that extends AIGA's traditional role in advancing the art, practice, and theory of design. With rigor and enthusiasm, the Press embraces new fields, uncovers powerful modes of inquiry, and pursues excellence in design thinking.

## Adobe Press



### Classroom in a Book

#### Training for Digital Communicators

Here's something no other series can promise: official training designed by Adobe's own experts. The world's best-selling software workbooks offer complete, self-paced lessons—they're the fastest, easiest way to learn Adobe software's key features.



### How-Tos

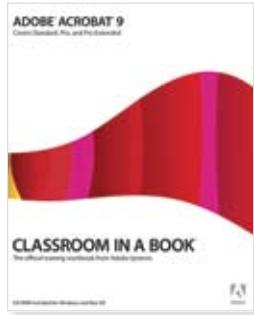
This series from Adobe Press focuses on those features you're most likely to use, showcasing each in a clearly explained, well-illustrated, standalone technique—complete with a relevant hint or two.



### Studio Techniques

If you love the best-selling Classroom In a Book series and are eager for the next step, look no further than this series from Adobe Press. Experts in Adobe software take you beyond structured lessons to explore more challenging artistic techniques with beautiful and inspirational four-color imagery. Take your creative skills to the next level with Studio Techniques.

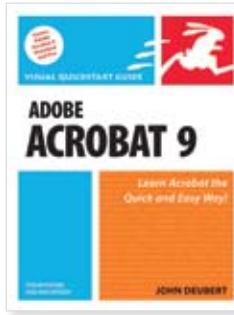
## GETTING STARTED



### Adobe Acrobat 9 Classroom in a Book

Adobe Creative Team  
9780321552976, \$59.99

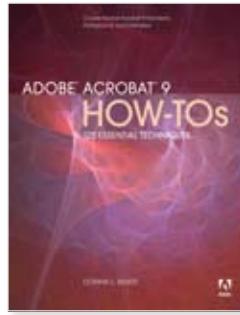
Can't afford to miss a beat in your production cycle, but can't afford to be left behind by the newest version of Acrobat, either? Not to worry: Adobe brings the classroom to you in this completely revised guide. Focused learning materials, practical lessons, and a CD with lesson and media files provide a fast, comprehensive means of mastering Adobe Acrobat 9.



### Adobe Acrobat 9 for Windows and Macintosh: Visual QuickStart Guide

John Deubert  
9780321552952, \$29.99

Get up and running in no time with this visual, task-based guide from Acrobat expert John Deubert. Beginning users will find a thorough introduction to this indispensable application, and Acrobat power users will enjoy a convenient reference guide that relies on straightforward language, clear steps, and practical tips to explore Acrobat's many capabilities.

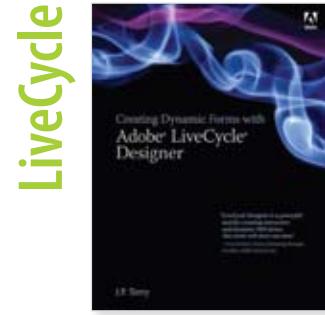


### Adobe Acrobat 9 How-Tos: 125 Essential Techniques

Donna L. Baker  
9780321552945, \$29.99

In this indispensable guide, Acrobat expert Donna Baker has selected the key techniques for accomplishing nearly any office communication task using Adobe Acrobat 9. Use Acrobat.com to share files, bring your PDFs to life by inserting rich media like audio and Flash video, create animations using 3D Reviewer, and much more!

## BEYOND THE BASICS



### Creating Dynamic Forms with Adobe LiveCycle Designer

J. P. Terry  
9780321509871, \$44.99

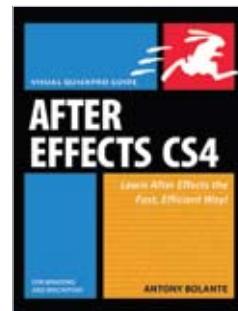
Do you believe that what the world really needs is more well-designed interactive electronic forms that marry user-friendliness with the power of modern database technology? Adobe LiveCycle Designer brings this goal within reach, and digital forms expert J. P. Terry shows the best way to get the most out of this powerful, versatile tool. Whether you're a designer who weeps at the thought of programming or a programmer who doesn't get design concepts, this book is written for you!

## GETTING STARTED

**Adobe After Effects CS4 Classroom in a Book**

Adobe Creative Team  
9780321573834, \$54.99

This self-paced, project-based guide from Adobe Systems covers the basics of learning Adobe After Effects and provides countless tips to help visual effect and motion graphics artists become more productive with the program. Follow the book from start to finish or choose only those lessons that interest you. The DVD contains all the files and footage readers need to complete the lessons.

**After Effects CS4 for Windows and Macintosh: Visual QuickPro Guide**

Antony Bolante  
9780321591524, \$39.99

Here to get filmmakers, Web designers, broadcasters, and digital artists of all kinds up to speed on After Effects CS4—and in time to meet their next deadline—is everyone's favorite task-based guide. Through step-by-step instructions, enhanced by tips, sidebars, and plenty of visual aids, veteran video editor Antony Bolante shows readers how to effectively and efficiently import and manage footage, view and edit layers, apply effects, animate type, and more.

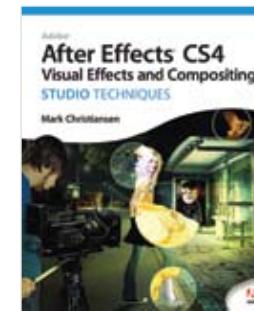
## BEYOND THE BASICS

**After Effects for Flash | Flash for After Effects: Create Compelling Video by Integrating Adobe After Effects CS4 with Adobe Flash Professional CS4**

Richard Harrington and  
Marcus Geduld  
9780321606075, \$54.99

Learn to use After Effects to create stunning content for use in Flash movies. Richard covers best practices for shooting green screen, animating text, tooning video with the Cartoon Effect, using the Puppet Tool to animate photos and graphics, setting up cameras in software, handling lighting, managing textures and virtual environments, and more. The DVD contains files and footage needed to complete the lessons.

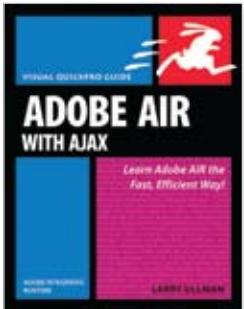
## TECHNIQUE &amp; INSPIRATION

**Adobe After Effects CS4 Visual Effects and Compositing Studio Techniques**

Mark Christiansen  
9780321592019, \$59.99

Ready to learn the visual effects secrets used at such leading-edge studios as Industrial Light & Magic and The Orphanage? This guide inspires you to take your work to the next level with real-world examples and insider techniques. With this under-the-hood, in-depth guide to Adobe's updated motion graphics and effects powerhouse, you'll get complete coverage of all the new features in After Effects CS4. Includes a companion DVD with professional tools to help you learn how to build up and customize your own effects.

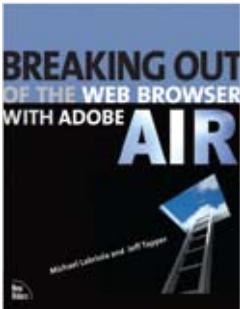
## BEYOND THE BASICS



**Adobe AIR (Adobe Integrated Runtime) with Ajax: Visual QuickPro Guide**

Larry Ullman  
9780321524614, \$39.99

Until now there have been two main types of applications: desktop applications and Internet applications. Adobe adds a hybrid model with Adobe AIR, combining the rich experience of a traditional desktop application with the power and reach of the Internet. Using step-by-step instructions, this book provides exactly the information Web developers need to get started quickly.



**Breaking Out of the Web Browser with Adobe AIR**

Michael Labriola and  
Jeff Tapper  
9780321503565, \$49.99

This book provides information necessary to build well-architected desktop applications using this new technology. AIR builds on the tremendous success of the Adobe Flash platform and includes a series of application programming interfaces that allow Adobe Flex and Flash developers to leverage their existing knowledge to generate desktop applications that harness the tremendous power of the Internet.

## Articles, Podcasts, Interviews, Blogs, and More!

At Peachpit.com you can read articles and tips from the experts behind the books, comment on our blog, view podcasts with our best-selling authors, and much more.

### Catch an episode of Peachpit TV

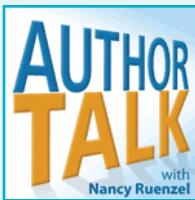
We have 10 channels and are growing fast! One of the most popular channels is Peachpit's Author Tips. These podcasts include recordings of live demos of topics ranging from creating a videoblog to using CSS on your Web site. This series captures the unique styles of Peachpit authors as they demonstrate the latest tips, tricks, shortcuts, and instruction for many of their favorite technology topics.



You can also tune in to the Author Talk channel to hear Publisher Nancy Aldrich-Ruenzel as she interviews authors about their new books.

Visit [www.peachpit.com/podcasts](http://www.peachpit.com/podcasts).

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# VOICES THAT MATTER CONFERENCES

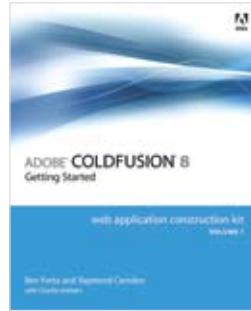
Still hungry for more? The Pearson Education Voices That Matter Conference series gives voice to the most important thought leaders in the fields of technology, design, and business today. These live conferences provide our readers in-person access to those who have devised the most innovative, leading-edge approaches in their industry. Highly visible practitioners and luminaries who have invented new technologies and inspired passionate communities, our speakers are the individuals who have made the strongest impact in their field.

## Upcoming:

**Voices That Matter:  
Web Design Conference**  
Presented by New Riders  
April 27 – 30, 2009  
Grand Hyatt San Francisco  
San Francisco, CA

Get more info and watch for more upcoming conferences at [www.voicesthatmatter.com](http://www.voicesthatmatter.com).

## GETTING STARTED

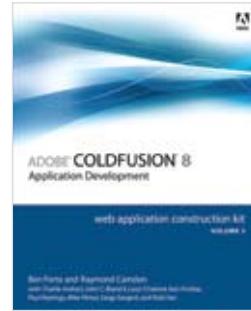


### Adobe ColdFusion 8 Web Application Construction Kit, Volume 1: Getting Started

Ben Forta and Raymond Camden with Charlie Arehart  
**9780321515483, \$50.00**

The best-selling ColdFusion series of all time. The *Construction Kit* books are what most ColdFusion developers used to learn the product. This volume starts with Web and Internet fundamentals and database concepts and design, and progresses to creating data-driven pages, building complete applications, implementing security mechanisms, integrating with e-mail, building reusable functions and components, generating data-driven reports and graphs, and more.

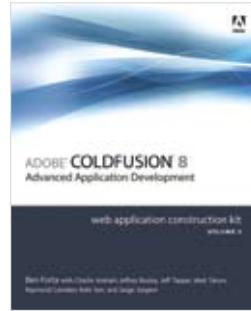
## BEYOND THE BASICS



### Adobe ColdFusion 8 Web Application Construction Kit, Volume 2: Application Development

Ben Forta and Raymond Camden with Charlie Arehart, John C. Bland, Leon Chalnick, Ken Fricklas, Paul Hastings, Mike Nimer, Sarge Sargent, and Robi Sen  
**9780321515469, \$59.99**

This volume begins by introducing important code organization and management techniques, and then progresses to topics that include integrating with all sorts of other technologies (including PDF, Adobe Flex, Ajax, advanced SQL and databases), debugging, and optimizing performance.

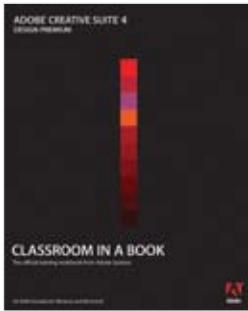


### Adobe ColdFusion 8 Web Application Construction Kit, Volume 3: Advanced Application Development

Ben Forta with Charlie Arehart, Jeffrey Bouley, Jeff Tapper, Matt Tatam, Raymond Camden, Robi Sen, and Sarge Sargent  
**9780321515476, \$59.99**

This volume introduces advanced ColdFusion features and technologies, including ensuring high availability, security and access control implementations, Java and .NET integration, using feeds and Web services, connecting to IM networks, and server OS integration.

## GETTING STARTED



### Adobe Creative Suite 4 Design Premium Classroom in a Book

Adobe Creative Team  
9780321573919, \$54.99

This thorough, self-paced guide to Adobe Creative Suite 4 is ideal for users who want to learn the key features of Adobe's stellar collection of professional design tools. Readers are first given a brief program overview of the Design Suite that highlights common features and includes a section on cross-media workflows. Then readers will get up to speed with each software application using step-by-step, project-based lessons, with the lessons in each chapter building upon the reader's growing knowledge of the programs.

## BEYOND THE BASICS



### The Designer's Apprentice: Automating Photoshop, Illustrator, and InDesign in Adobe Creative Suite 3

Rick Ralston  
9780321495709, \$39.99

Are your CS3 applications working for you, or against you? Powerful new automation features in Creative Suite 3 can minimize the drudgery of graphics production, and allow you to focus on creating. The book covers recording macro-like actions for use with multiple files; executing complex, personalized workflows with scripting languages; combining customer data with graphics; customizing hundreds or even thousands of illustrations or layouts in one pass; and more.

## TECHNIQUE & INSPIRATION



### Professional Design Techniques with Adobe Creative Suite 3

Scott Citron  
9780321495693, \$50.00

With the latest version of Adobe Creative Suite, designers have even more reason to herald their favorite software as it not only gives them more tools, features, and performance, but offers additional interoperability across the various programs in the suite. As if answering the designer's call for guidance, author and distinguished designer Scott Citron leads them through the ins-and-outs of the Creative Suite in his first book.

## Safari Books Online

Peachpit's Safari Books Online is a fully searchable, on-demand digital library for technology, creative and business professionals, containing a broad range of technical content—books, videos, Rough Cuts, and more. Search across Peachpit's complete collection of titles—CS4, Graphic Design, Web Design, and more—and discover exactly the information you need to solve problems, learn new skills, and stay current.

Get your first 10 days or 50 page views FREE, whichever comes first.

Sign up today at  
<http://safari.peachpit.com/promo>.

## GETTING STARTED

**Adobe Dreamweaver CS4 Classroom in a Book**

Adobe Creative Team

**9780321573810, \$54.99**

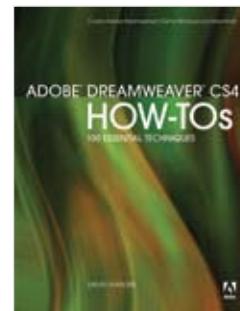
This best-selling, project-based guide from Adobe Systems covers the basics of Adobe Dreamweaver and provides countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Learn how to create and manage Web sites; build rich interactive interfaces; incorporate graphics, text, and video; style pages using CSS; and use Photoshop Smart Objects.

**Dreamweaver CS4 for Windows and Macintosh: Visual QuickStart Guide**Tom Negrino and Dori Smith  
**9780321573520, \$29.99**

Need to learn Dreamweaver CS4 fast? This task-based reference guide uses step-by-step instructions and plenty of screenshots to guide you along so that you'll be up and running quickly. With completely revised chapters on critical techniques like linking and including images and Flash animations, leading technology authors Tom Negrino and Dori Smith will take you through the new features in Adobe Dreamweaver CS4, showing you how to design and publish powerful and innovative Web sites.

**Creating a Web Site in Dreamweaver CS4: Visual QuickProject Guide**Nolan Hester  
**9780321591500, \$16.99**

This full-color guide offers the quickest route to creating a well-designed, friendly Web site! Each short chapter uses big, bold screenshots and step-by-step instructions to illuminate one aspect of the process. By the end of the book, users will create a simple Web site; fill it with text, graphics, and tables; use style sheets; create image maps; add navigation and links; and test and publish the final product.

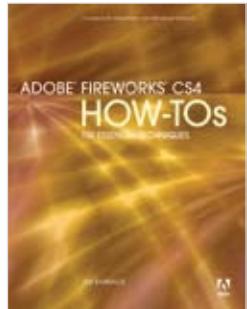
**Adobe Dreamweaver CS4 How-Tos: 100 Essential Techniques**David Karlins  
**9780321562890, \$24.99**

*Adobe Dreamweaver CS4 How-Tos: 100 Essential Techniques*, by renowned teacher David Karlins, puts the most important information at your fingertips to get you started designing and creating accessible and inviting sites in Dreamweaver, the established tool for building Web sites. Each standalone technique in the book is complete with illustrations and practical tips drawn from the author's experience using and teaching Dreamweaver.

**Learn Adobe Dreamweaver CS4 by Video: Core Training for Web Communication**Video2Brain  
**9780321635013, \$59.99**

This innovative series from Adobe Press combines interactive video and a printed reference to teach you the basics of Dreamweaver CS4. Structured around the objectives of the "Web Communication using Adobe Dreamweaver" exam at the Adobe Certified Associate level, the product teaches you not only the fundamentals of Dreamweaver, but also how to use the program to create effective forms of Web communication.

## GETTING STARTED



### Adobe Fireworks CS4 Classroom in a Book

Adobe Creative Team  
9780321612199, \$49.99

This self-paced guide to Adobe Fireworks CS4 is ideal for beginning users who want to learn key Fireworks concepts and techniques, while more experienced Fireworks users can learn Fireworks CS4's more advanced features and newest tools. Using step-by-step, project-based lessons, each chapter walks readers through the creation of a specific project, with successive chapters building on the reader's growing knowledge of the program.

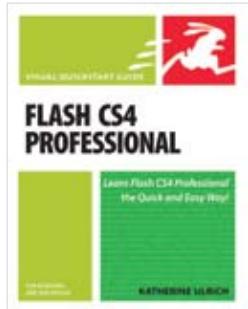
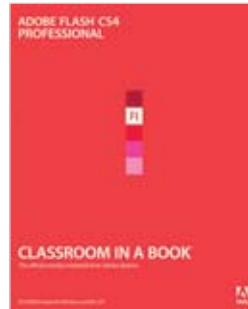
### Adobe Fireworks CS4 How-Tos: 100 Essential Techniques

Jim Babbage  
9780321562876, \$29.99

In this handy guide, users gain quick access to the key features and fundamental techniques of Adobe Fireworks CS4. Each technique is presented in a self-contained, one- or two-page unit so users can dive in and start working right away, unencumbered by lengthy descriptions or complex details. *Adobe Fireworks CS4 How-Tos: 100 Essential Techniques* is one of the first books available on this software.

## GETTING STARTED

### Flash



### Adobe Flash CS4 Professional Classroom in a Book

Adobe Creative Team  
9780321573827, \$54.99

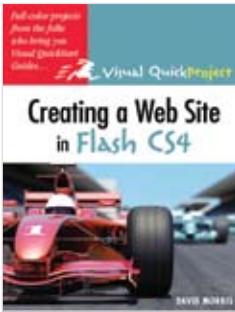
This best-selling, project-based guide from Adobe Systems covers the basics of Adobe Flash CS4 Professional and is filled with tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Learn how to design Flash projects with sophisticated animation, import video and sound files, and integrate buttons with compelling interactivity using Adobe Flash CS4.

### Flash CS4 Professional for Windows and Macintosh: Visual QuickStart Guide

Katherine Ulrich  
9780321591920, \$34.99

Need to learn Adobe Flash CS4 Professional fast? This task-based reference guide uses step-by-step instructions and plenty of screenshots to guide you along so you'll be up and running quickly. Fully updated for Flash CS4 Professional, this indispensable guide will provide complete coverage of motion tweening, inverse kinematics, the new Motion Editor, and much more!

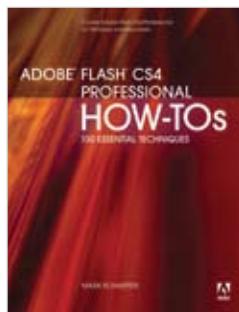
## GETTING STARTED



### Creating a Web Site with Flash CS4: Visual QuickProject Guide

David Morris  
9780321591517, \$16.99

This compact, project-based guide shows you how to use Flash in an instant! Using big, bold, full-color pictures and streamlined instructions, it covers just the need-to-know essentials that will get you animating with the latest version of Flash—using the Flash CS4 authoring tool, creating and animating graphics, tweening, adding sound, and more.



### Adobe Flash CS4 Professional How-Tos: 100 Essential Techniques

Mark Schaeffer  
9780321580047, \$24.99

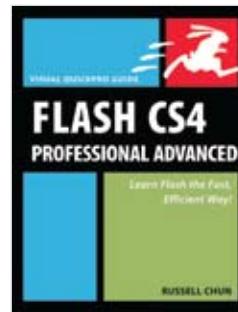
*Adobe Flash CS4 Professional: 100 Essential Techniques* provides users just what they need to know to start working in Flash. Each technique is presented in a self-contained one- or two-page unit so users can dive in and start working right away, unencumbered by lengthy descriptions or technical detail. For example, if readers want to know how to use Flash's QuickTime export feature, they can turn directly to that page and quickly grasp the technique, picking up a few helpful tips along the way.



### Learn Adobe Flash CS4 Professional by Video: Core Training for Rich Media Communication

Video2Brain  
9780321635006, \$59.99

This innovative series from Adobe Press combines interactive video and a printed reference to teach you the basics of Flash CS4. Structured around the objectives of the "Rich Media Communication using Adobe Flash" exam at the Adobe Certified Associate level, the product teaches you not only the fundamentals of Flash, but also how to use the program to create effective forms of rich media communication. You'll get 6 hours of video, presented by experienced instructors, as well as lesson files.



### Flash CS4 Professional Advanced for Windows and Macintosh: Visual QuickPro Guide

Russell Chun  
9780321573506, \$39.99

This handy guide combines a visual approach with straightforward, step-by-step instructions and screenshots, concise explanations of animation techniques, and task-based learning. The book guides readers through all the intricacies and new features of this top-selling Web multimedia application—the new user interface, enhanced drawing tools, a powerful motion tweening model for animation, inverse kinematics, support for true 3D, and the revamped Adobe Media Encoder for encoding videos for Flash.

## TECHNIQUE &amp; INSPIRATION



### How to Wow with Flash CS4

Colin Smith  
9780321606259, \$44.99

Wouldn't it be great if you could have one of the world's most accomplished and sought-after Flash teachers sitting next to you at your computer as you navigate the infinite possibilities of Adobe Flash CS4? This is the next best thing. Flash powerhouse Colin Smith will help you reach your full creative potential with inspirational, step-by-step, real-world examples. The companion CD offers finished Flash projects like a ready-to-use shopping cart, as well as everything you need to work through the projects in the book.

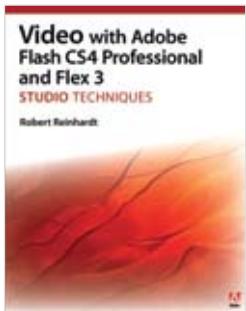
## GETTING STARTED

**Adobe Flex 3: Training from the Source**

Jeff Tapper, Michael Labriola and Matthew Boles with James Talbot  
**9780321529183, \$59.99**

Learn by doing! This official guide to Flex 3 provides a comprehensive, working introduction to creating visually stunning, highly functional Rich Internet Applications. Flex 3 is a completely redesigned IDE (integrated development environment) that provides the coding, debugging, and design tools that developers like you need to deliver extraordinary applications using the Adobe Flex framework.

## TECHNIQUE &amp; INSPIRATION

**Video with Adobe Flash CS4 Professional and Flex 3 Studio Techniques**

Robert Reinhardt  
**9780321606235, \$59.99**

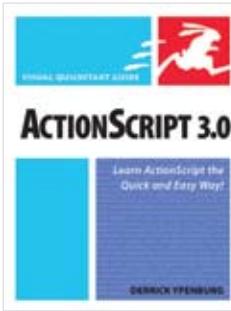
In this completely updated and revised guide, author Robert Reinhardt discusses the techniques that make Adobe Flash CS4 Professional and Adobe Flex 3 powerful tools for sharing video over the Web. With sections on capturing and encoding video, creating and using cue points, working with transparency, and deploying and delivering optimal quality, he covers the information that users need to get started, and then goes in-depth, quickly bringing them to expert status.

## GETTING STARTED

**ActionScript 3.0 for Adobe Flash CS4 Professional Classroom in a Book**

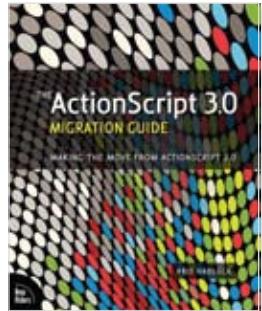
Adobe Creative Team  
**9780321579218, \$54.99**

The project-based guide from Adobe Systems covers the basics of ActionScript and provides countless tips and techniques to help you become more productive. You can follow the book from start to finish or choose only those lessons that interest you. Learn to add interactivity to Flash files using ActionScript 3.0—manage timelines and animation; write event-handling functions; and control loading of and interaction with data, text, video, sound, and images.

**ActionScript 3.0: Visual QuickStart Guide**

Derrick Ypenburg  
**9780321564252, \$34.99**

This task-based tutorial is for students with no programming experience, as well as those programmers who have learned earlier versions of the ActionScript language and now need to learn ActionScript 3. This Visual Quickstart Guide walks a reader through all the fundamentals, then moves on to creating interactivity, working with data, looping and decision making, programming visualizations, and working with multimedia. It's a complete end-to-end tutorial.

**The ActionScript 3.0 Migration Guide: Making the Move from ActionScript 2.0**

Kris Hadlock  
**9780321555588, \$29.99**

In this guide, Kris Hadlock covers all of the major changes in ActionScript from version 2 to 3. The book explains the most important and fundamental changes in ActionScript, drawing comparisons between the two languages both visually and contextually. With a comprehensive index and robust table of contents, designers and developers will easily be able to locate the old and/or new codes with side-by-side comparisons of how to program in both and the explanation of the concepts behind the codes.

## BEYOND THE BASICS

**Advanced ActionScript 3 with Design Patterns**

Joey Lott and Danny Patterson  
9780321426567, \$49.99

Learn how to build more effective applications from kickoff to testing, and use specific patterns to simplify application design. Create more flexible and scalable applications, leverage existing systems, and even communicate more efficiently with other developers. You'll learn simple guidelines that help you keep your code flexible, so that you can easily make changes without fear of breaking the application. In addition, this book is filled with working example applications.

## Announcing CS4 Video QuickStarts!

Don't have time to dive in and learn the entire program? No problem. Check out one of Peachpit's new **Video QuickStarts** and you'll be up and running on just the most important features in no time!

**Video QuickStarts** combine the practical, step-by-step approach of the *Visual QuickStart Guide* book series with the immediacy of online learning to offer an all-new approach to mastering a new application or technology quickly. Each **Video QuickStart** offers short, task-based videos and rich graphics to demonstrate key concepts. These videos are available from [www.peachpit.com/video](http://www.peachpit.com/video). Once you make your purchase, all you have to do is log in, and within seconds you can start learning.

### Watch for the following videos coming early 2009:

**Top 5 Features of InDesign CS4:**

**Video QuickStart Guide**  
9780321620057  
Sandee Cohen

**Top 5 Features of Flash CS4 Professional:**

**Video QuickStart Guide**  
9780321620040  
Katherine Ulrich

**Top 5 Features of Photoshop CS4:**

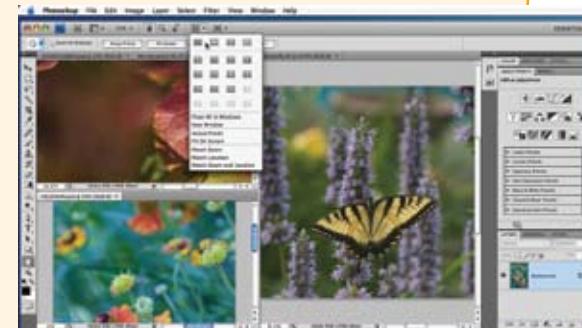
**Video QuickStart Guide**  
9780321620033  
Elaine Weinmann and Peter Lourekas

**Top 5 Features of Illustrator CS4:**

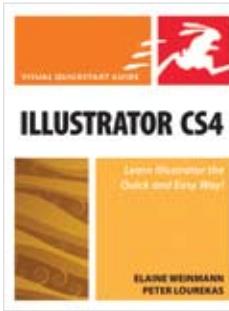
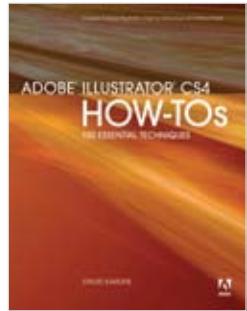
**Video QuickStart Guide**  
9780321620026  
Elaine Weinmann and Peter Lourekas

**Top 5 Features of Dreamweaver CS4:**

**Video QuickStart Guide**  
9780321620019  
Tom Negrino and Dori Smith



## GETTING STARTED



### Adobe Illustrator CS4 Classroom in a Book

Adobe Creative Team  
9780321573780, \$54.99

This best-selling, project-based guide from Adobe Systems covers the basics of Illustrator and provides countless tips and techniques to help you become more productive. You can follow the book from start to finish or choose only those lessons that interest you. Learn how to create artwork for illustrations, logos, stationery, page layouts, and posters; and integrate with Adobe Flash® movies, Adobe InDesign® layouts, and more!

### Adobe Illustrator CS4 How-Tos: 100 Essential Techniques

David Karlins  
9780321562906, \$24.99

This info-packed guide lets users get right down to work by focusing on the Illustrator CS4 features they're most likely to use and showcasing each in a standalone tip—complete with a relevant hint or two and a graphic example. In this fashion, readers learn just what they need to know—in a way that makes sense to them.

### Illustrator CS4 for Windows and Macintosh: Visual QuickStart Guide

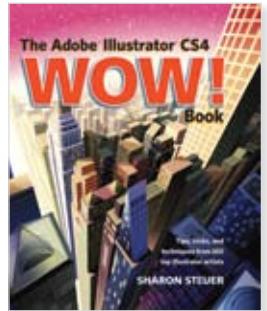
Elaine Weinmann and Peter Lourekas  
9780321563453, \$39.99

Need to learn InDesign CS4 fast? This task-based reference guide uses step-by-step instructions and plenty of screenshots to guide you along so you'll be up and running in no time. As the standard Illustrator text in many design schools, this popular bestseller has taught a generation of users how to make the most out of Adobe's vector-graphics powerhouse.

## IN-DEPTH REFERENCE



## TECHNIQUE & INSPIRATION



### Real World Adobe Illustrator CS4

Mordy Golding  
9780321573551, \$54.99

Filled with the industrial-strength techniques and best practices required to get you working with Illustrator CS4 without missing a beat in your production workflow, this book is the definitive reference for the serious Illustrator user. You'll find practical insights, tips, and sidebars on creating type, symbols, graphs, color, effects, Web graphics, and more. Whether you need expert tips and best-practice insights or details on making the switch from other graphics software, this book has got Illustrator covered.

### The Adobe Illustrator CS4 Wow! Book

Sharon Steuer  
9780321605580, \$59.99

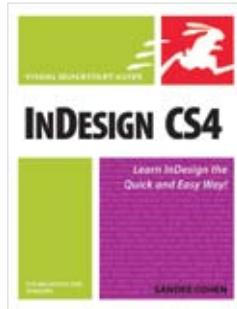
This is the definitive full-color book on mastering Illustrator, now updated for Illustrator CS4. Jam-packed with tips, tricks, and techniques derived from actual projects, bestselling author Sharon Steuer and her Wow! team showcase the range and quality of work leading professional artists are doing in Illustrator and share those techniques with you. The companion CD includes numerous examples of artwork from the book, third-party software, demos, samples, and more.

## GETTING STARTED

**Adobe InDesign CS4 Classroom in a Book**

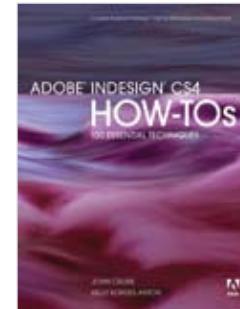
Adobe Creative Team  
9780321573803, \$54.99

This best-selling, project-based guide from Adobe Systems covers the basics of page layout with Adobe InDesign and provides countless tips and techniques to help you become more productive. Explore typography and color; learn how to create tables and use styles; design layouts for magazines, newsletters, and brochures; make Adobe PDF files and rich interactive documents; and prepare files for high-resolution printing and the Web. You can follow the book from start to finish or choose only those lessons that interest you.

**InDesign CS4 for Macintosh and Windows: Visual QuickStart Guide**

Sandeep Cohen  
9780321573575, \$29.99

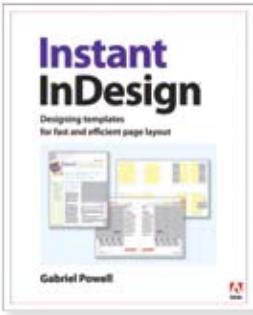
Need to learn InDesign CS4 fast? This task-based reference guide includes step-by-step instructions and plenty of screenshots to guide you along so you'll be up and running quickly. Use it like a reference book to look up specific tasks and get comprehensive coverage on all aspects of the InDesign interface—accessing tools and palettes, creating and automating documents, importing and styling text and objects, managing long documents, exporting files for a wide variety of purposes, and much more.

**Adobe InDesign CS4 How-Tos: 100 Essential Techniques**

John Cruise and  
Kelly Kordes Anton  
9780321590947, \$24.99

Work faster, create more, Adobe urges users of InDesign, and this info-packed guide lets you get right down to doing just that by focusing on the InDesign CS4 features you're most likely to use and showcasing each in a standalone tip—complete with a relevant hint or two and a graphic example. Learn as you go, exploring the program in a way that makes sense to you. Before you know it, you'll be using Adobe Bridge to manage files, object styles to format images, and snippets to save layout parts for reuse.

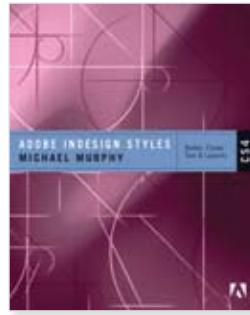
## BEYOND THE BASICS



**Instant InDesign:  
Designing Templates  
for Fast and Efficient  
Page Layout in Adobe  
Creative Suite 3**

Gabriel Powell  
**9780321495716, \$49.99**

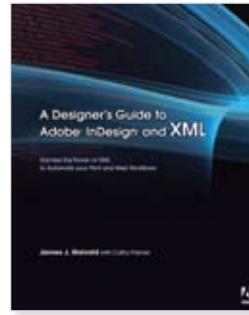
*Instant InDesign* takes you step by step through the essentials of using existing InDesign CS3 templates or creating and customizing your own. With key design concepts, including the 10 Principles of Great Design, and real-world advice for ad, catalog, and magazine layouts, *Instant InDesign* is your best single resource for fast and efficient print production.



**Adobe InDesign CS4  
Styles: How to Create  
Better, Faster Text and  
Layouts**

Michael Murphy  
**9780321606068, \$39.99**

A knowledge of styles is essential for InDesign users who need to improve their workflow, eliminate repetitive tasks, and produce more efficient and consistent work. The only book exclusively focused on styles, *Adobe InDesign CS4 Styles* takes a detailed, step-by-step approach to their creation and implementation, and provides a big-picture perspective for combining styles with other features for increased efficiency, accuracy, and flexibility.



**The Designer's Guide  
to Adobe InDesign and  
XML: Harness the Power  
of XML to Automate  
Your Print and Web  
Workflows**

James J. Maivald with  
Cathy Palmer  
**9780321503558, \$44.99**

*A Designer's Guide to Adobe InDesign and XML* is an introduction to XML tagging and how it works. The technology is broken down into its essential parts, explaining in plain English what XML is and how it functions. The guide includes 10 real world projects with an aim toward users working with increasing confidence and skill to incorporate XML into their daily workflow.

## IN-DEPTH REFERENCE

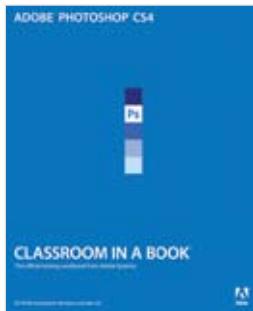


**Real World Adobe  
InDesign CS4**

Olav Martin Kvern and  
David Blatner  
**9780321592439, \$54.99**

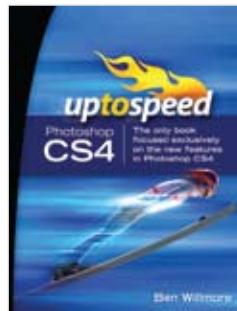
*Real World Adobe InDesign CS4* offers industrial-strength and time-saving techniques for design professionals who need to start laying out, proofing, and printing pages with InDesign CS4 without missing a beat (or a deadline!) in their fast-paced production cycles. Design pros will find everything they need here to successfully master InDesign's advanced page layout tools, manage color and snippets, and use the program more efficiently.

## GETTING STARTED

**Adobe Photoshop CS4 Classroom in a Book**

**Adobe Creative Team**  
**9780321573797, \$54.99**

This best-selling, project-based guide from Adobe Systems covers basic and advanced Adobe Photoshop CS4 techniques and provides countless tips to help you develop your digital editing skills. Learn how to retouch photos, work with layers and masks, navigate the workspace, prepare images for printing, and explore the latest features. Tips, extra-credit exercises, and step-by-step lessons help you become more productive using Photoshop.

**Adobe Photoshop CS4: Up to Speed**

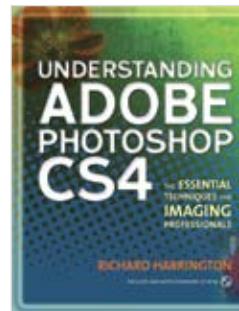
**Ben Willmore**  
**9780321580054, \$24.99**

Rather than sift through hundreds of pages detailing every last Photoshop feature and function, target the new features that interest you most and get the explanations you need in classic Ben Willmore style—intuitive, crystal clear, and in-depth. Including just enough information about older features to make the new ones understandable, Ben shows you not only which buttons to push, but why.

**Photoshop CS4 for Windows and Macintosh: Visual QuickStart Guide**

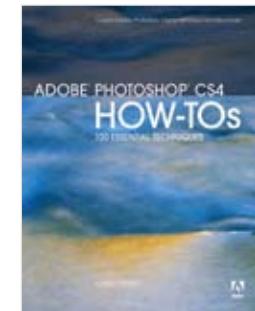
**Elaine Weinmann and Peter Lourekas**  
**9780321563651, \$34.99**

Need to learn Photoshop CS4 fast? This task-based reference guide uses step-by-step instructions and plenty of screenshots to guide you along so you'll be up and running quickly. Best-selling authors Elaine Weinmann and Peter Lourekas take readers through all of today's Photoshop essentials—from importing digital photos to basic color manipulation and image correction to painting, masking, using filters, and more.

**Understanding Adobe Photoshop CS4: The Essential Techniques for Imaging Professionals**

**Richard Harrington**  
**9780321563668, \$49.99**

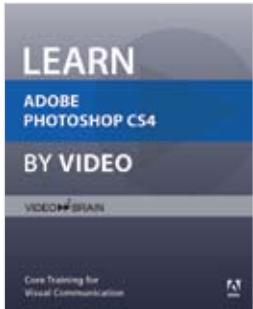
This book is an excellent alternative to other available tutorials, cutting though the clutter to focus not just on using Photoshop for digital photography, but also Internet, graphic design, multimedia, and video. Readers will learn the basics of correcting, editing, sharpening, retouching, and presenting photos, as well as work on specific projects, including: digital painting; preparing images for newsprint; designing a CD/DVD label, magazine cover, or advertisement; and building an electronic portfolio.

**Adobe Photoshop CS4 How-Tos: 100 Essential Techniques**

**Chris Orwig**  
**9780321577825, \$24.99**

Brooks Institute instructor and world-renowned photographer Chris Orwig brings you 100 carefully selected techniques to help you get right to work in Photoshop CS4. His strategy is to focus on those features you're most likely to use, showcasing each in a clearly explained, well-illustrated, standalone technique—complete with a relevant hint or two. These bite-sized lessons teach you just what you need to know, when you need it, exploring the program at a pace that makes sense to you.

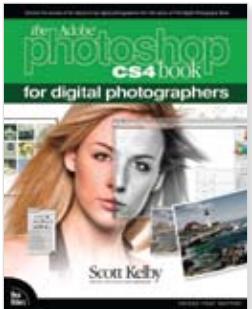
## GETTING STARTED



**Learn Adobe Photoshop CS4 by Video: Core Training for Visual Communication**

Video2Brain  
**9780321634931, \$59.99**

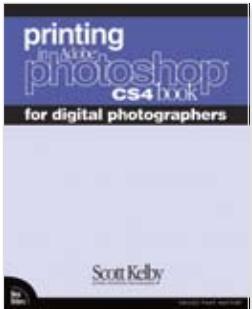
This innovative series from Adobe Press combines interactive video and a printed reference to teach you the basics of Photoshop CS4. Structured around the objectives of the "Visual Communication using Adobe Photoshop" exam at the Adobe Certified Associate level, the product teaches you not only the fundamentals of Photoshop, but also how to use the program to create effective forms of digital communication. You'll get 6 hours of video, as well as lesson files, assessment quizzes, and review materials.



**The Adobe Photoshop CS4 Book for Digital Photographers**

Scott Kelby  
**9780321580092, \$54.99**

This major update to this award-winning book does something for digital photographers that's never been done before—it cuts through the bull and shows you exactly "how to do it." Scott shows you step-by-step the exact techniques used by today's cutting-edge digital photographers and, best of all, he shows you, flat-out, exactly which settings to use, when to use them, and why.

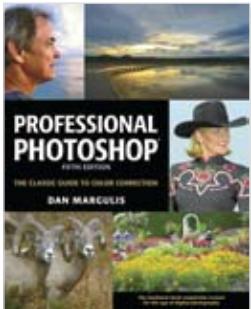


**Printing in Adobe Photoshop CS4 Book for Digital Photographers**

Scott Kelby  
**9780321592187, \$44.99**

No matter your skill level, at some point you'll want to have a physical, beautiful print to hold in your hands, share with family and friends, hang in your home, or give as a gift. In this groundbreaking book, Scott demystifies the entire printing process as he handholds you through the workflow, taking you step by step from preparing an image all the way to getting a magnificent print, whether from an online lab or your home printer. This book will open up the world of making prints to an entirely new generation of digital photographers!

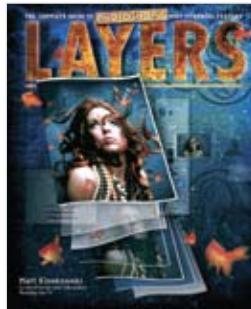
## BEYOND THE BASICS



**Professional Photoshop: The Classic Guide to Color Correction, Fifth Edition**

Dan Margulis  
**9780321440174, \$59.99**

The commonsense, by-the-numbers approach of *Professional Photoshop* has shaped the workflows of a generation of Photoshop experts. This new edition continues the book's tradition of introducing astoundingly effective, previously unknown methods of image enhancement. With almost 90 percent new content and completely overhauled coverage of curves, channel blending, and sharpening, this is a volume that every Photoshop aficionado should have on the shelf.

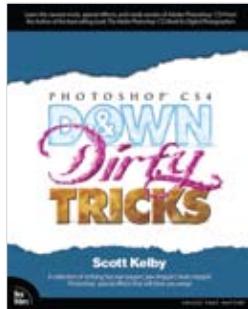


**Layers: The Complete Guide to Adobe Photoshop's Most Powerful Feature**

Matt Kloskowski  
**9780321534163, \$39.99**

When Photoshop guru Matt Kloskowski was asked why he wrote this book, he replied, "It's simple: I wanted to write the Photoshop book that I wished was around when I was learning Photoshop." Readers will learn all facets of Photoshop layers including: working with and managing multiple layers, building multiple layered images, blending layers together; determining which of the 25+ Blend Modes to worry about (there are just a few), Layer Masking; using layers to enhance and retouch photos, and more.

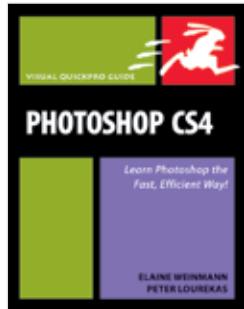
## BEYOND THE BASICS

**Photoshop CS4 Down & Dirty Tricks**

Scott Kelby

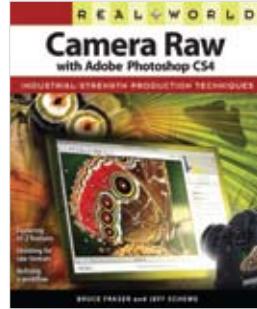
9780321563170, \$44.99

The busiest man in the Photoshop business, Scott Kelby, reveals all of his Photoshop CS4 tricks, including ones that employ this version's newest features! Each technique offers step-by-step instructions for creating a Photoshop effect, as well as productivity enhancing tips in the margins.

**Photoshop CS4: Visual QuickPro Guide**Elaine Weinmann and Peter Lourekas  
978032163537, \$39.99

This full-color guide is a more advanced companion to the best-selling *Photoshop CS4 Visual QuickStart Guide*, from the same authors. This book takes the reader beyond the general overview of Photoshop, offering more focused tasks written in greater depth to help the reader master intermediate skills. Many key areas are covered including: methods for creating complex selections, tone and color, retouching portraits, combining images into composites, improving sharpening, tinting; creative type treatments, and more.

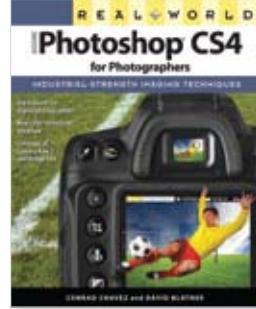
## IN-DEPTH REFERENCE

**Real World Camera Raw with Adobe Photoshop CS4**Bruce Fraser and Jeff Schewe  
9780321580139, \$44.99

This definitive work by renowned digital imaging expert and best-selling author Bruce Fraser has been completely updated for Photoshop CS4 and Camera Raw 5 by internationally acclaimed photographer Jeff Schewe. This book shows you the ins and outs of Camera Raw and real-world techniques for working with raw image captures.

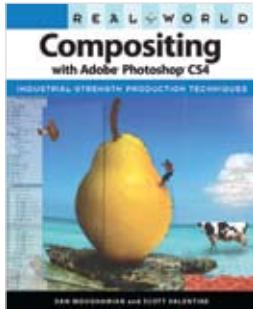
**Real World Color Management, Second Edition**Bruce Fraser, Chris Murphy and Fred Bunting  
9780321267221, \$64.99

No matter how much thought artist and client put into the color scheme for a given project, all of that work is for naught if you can't get your results to match your expectations. In this under-the-hood reference, authors Bruce Fraser, Chris Murphy, and Fred Bunting draw on their years of professional experience to show you everything you need to know about color management. Whether your final destination is print, Web, or film, *Real World Color Management* takes the mystery out of this complex topic.

**Real World Adobe Photoshop CS4 for Photographers**Conrad Chavez and David Blatner  
9780321604514, \$59.99

Sharpen your Photoshop skills with this definitive resource from best-selling authors Conrad Chavez and David Blatner. Focusing on the needs and demands of professional digital photographers, the authors share their hands-on production techniques for correcting tone and color, processing raw images, managing color, and much more. *Real World Adobe Photoshop CS4 for Photographers* is brimming with insightful illustrations, advice, and shortcuts that will have you quickly producing better images.

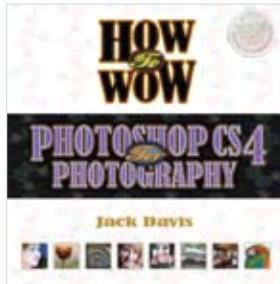
## IN-DEPTH REFERENCE

**Real World Compositing with Adobe Photoshop CS4**

Dan Moughamian and  
Scott Valentine  
**9780321604538, \$49.99**

In *Real World Compositing with Adobe Photoshop CS4*, Photoshop experts Scott Valentine and Dan Moughamian explain the key elements involved in planning and executing a composite imaging project. You will pick up tips on how to develop creative ideas and stay organized as your project evolves, as well as vital techniques for acquiring and perfecting source images in Photoshop CS4 before bringing them together as a seamless composite.

## TECHNIQUE &amp; INSPIRATION

**How to Wow: Photoshop CS4 for Photography**

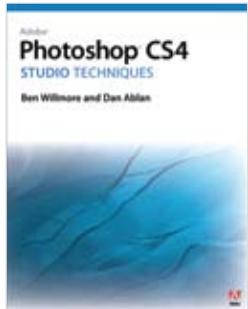
Jack Davis  
**9780321606266, \$44.99**

Wouldn't it be great if you could have one of the world's most sought-after Photoshop teachers sitting next to you at your computer as you navigate through the infinite possibilities of your digital photographic darkroom? Jack Davis guides you step by step through real-world projects and provides tips and techniques on everything from streamlining your workflow to reconstructing priceless heirlooms. You'll pick up tools at every stage of the creative process in order to learn how to wow!

**How to Wow: Photoshop CS4 for Digital Filmmaking**

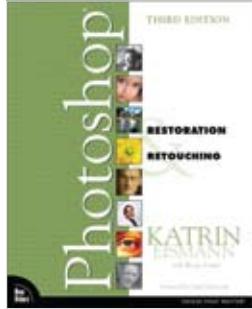
Geno Andrews  
**9780321606242, \$39.99**

In this gorgeous full-color book, Geno Andrews shows filmmakers, students, video editors, and home users how to use Photoshop Extended creatively, covering topics such as rotoscoping, color matching and correcting, and creating effects, while offering specific hands-on projects such as "painting out" unwanted subjects, eliminating glare from glass, changing the weather in a scene, creating new signage on a building, and much more.

**Adobe Photoshop CS4 Studio Techniques**

Ben Willmore and Dan Ablan  
**9780321613103, \$54.99**

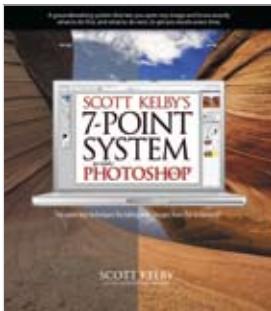
In this best-selling book, world-renowned Photoshop instructor Ben Willmore and digital photographer Dan Ablan use intuitive, crystal clear, and in-depth explanations to help you gain the deep understanding needed to master Photoshop's most essential features. Complex concepts like Curves and Channels are broken down into easy-to-digest metaphors and descriptions, making it possible to quickly adapt them into your daily workflow. Whether you're a photographer, designer, production artist, or hobbyist, this book will change the way you think about Photoshop.

**Adobe Photoshop Restoration & Retouching, Third Edition**

Katrin Eismann and  
Wayne Palmer  
**9780321316271, \$54.99**

Whether you're a professional photographer or the family shutterbug, you can't afford to miss this book. Clear, step-by-step instructions using professional examples highlight the tools and techniques that photographers, restoration studios, and beauty retouchers use to restore valuable antique images, retouch portraits, and enhance glamour photography.

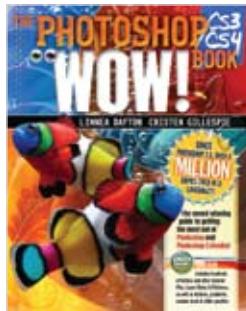
## TECHNIQUE &amp; INSPIRATION



### Scott Kelby's 7-Point System for Adobe Photoshop CS3

Scott Kelby  
9780321501929, \$49.99

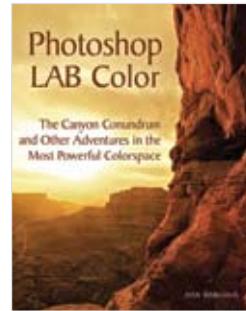
You can't beat the system! Get this book, unleash Scott's 7-Point System, and there won't be an image that appears on your screen that you won't be able to enhance, fix, edit, and finish yourself! Scott Kelby unveils an exciting, brand-new way of thinking and working in Adobe Photoshop that will not only change the industry again, but will forever alter the way we all work in Photoshop forever, so we can finally spend less time fixing our images and more time finishing them.



### The Photoshop CS3 / CS4 Wow! Book

Linnea Dayton and Cristen Gillespie  
9780321514950, \$59.99

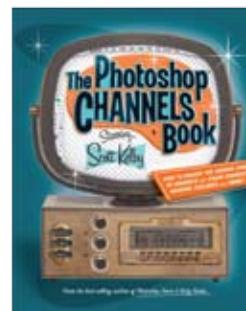
For 16 years The Photoshop Wow! Book has enlightened and inspired graphic designers, illustrators, and photographers around the globe. This new edition delivers the familiar award-winning mix of explanations and step-by-step tutorials for creating both commercial and fine-art images, with tips and beautiful galleries that distinguish this book as the most inspiring resource around. A perennial bestseller, it offers up-to-date coverage of all aspects of Photoshop (and now Photoshop Extended).



### Photoshop LAB Color: The Canyon Conundrum and Other Adventures in the Most Powerful Colorspace

Dan Margulis  
9780321356789, \$54.99

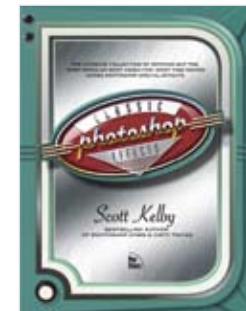
You've heard about the wonders of Photoshop's LAB color processing capabilities. You've also heard how complex it is and perhaps that kept you from tackling it—until now. This guide shows that you can derive enormous benefits from just a few simple LAB tools and techniques. With recipes for improving images and a CD with the files needed to complete the book's exercises, you'll find everything you need to begin taking advantage of LAB color.



### The Photoshop CHANNELS Book

Scott Kelby  
9780321269065, \$39.99

Using Photoshop without taking advantage of channels is a bit like attempting to make a fine recording with nothing but a crummy cassette recorder: it works, but the results aren't very satisfying. With this book's results-intensive tutorials, you'll quickly discover the amazing things you can accomplish, using Photoshop to separate images into channels so that you can then alter the image's color and opacity, duplicate it, move it, and more.

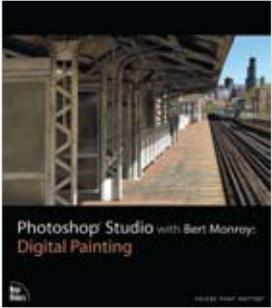


### Photoshop Classic Effects: The Essential Effects Every User Needs to Know

Scott Kelby  
9780321272256, \$44.99

Inspired by the column of the same name in *Photoshop User* magazine, this book shows you exactly how to do the same special effects you see every day in magazines, on TV, and on the Web. These are "The Classics," and for a lot of professional photographers and designers, these effects are their bread and butter (as you'll see inside the book). It's not the wild stuff, it's not the weird stuff—it's the stuff you can really use—the stuff clients always ask for (and expect that you'll know).

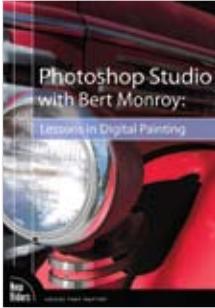
## TECHNIQUE & INSPIRATION



### Photoshop Studio with Bert Monroy: Digital Painting

Bert Monroy  
**9780321515872, \$49.99**

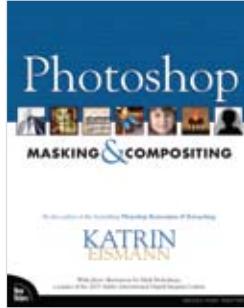
This book is the culmination of years of work and experimentation. Bert demonstrates step-by-step the techniques required to build stunning digital paintings. This book not only shows the reader how to construct photorealistic images, but also the painstaking patience that's required to create truly magnificent work.



### Photoshop Studio with Bert Monroy: Lessons in Digital Painting, DVD

Bert Monroy  
**DVD: 9780321603654, \$34.99**

Digital artist Bert Monroy invites you into his personal studio in Berkeley, California, to share the inspirations and secrets behind his stunning art using Adobe Photoshop. In this DVD-ROM video, Bert continues to develop the core principles of his book, *Photoshop Studio with Bert Monroy: Digital Painting*, dissecting more paintings and taking you even further along on the path of your own creative process.



### Photoshop Masking & Compositing

Katrin Eismann  
**9780735172799, \$54.99**

Designers, photographers, and artists are using Photoshop to create fantastic and realistic images for illustrations, fine art, and editorial content. Whether they're landscape or portrait photographers, illustrators or fine artists, they need to master essential skills such as masking and compositing to combine images in such a way that it is impossible to tell where one image stops and the other begins.

**Have you subscribed to Peachpit's Photoshop newsletter?**

**What are you waiting for?**

Get the latest Peachpit news and tidbits, delivered right to your email! Be the first to receive special discounts, cool tips and tricks, sample chapters, insider information, contests, and more—all for free from Peachpit. To get started, visit our newsletter sign-up page at [www.peachpit.com/newsletters](http://www.peachpit.com/newsletters).

## GETTING STARTED



### Adobe Photoshop Elements 7 and Adobe Premiere Elements 7 Classroom in a Book Collection

Adobe Creative Team  
**9780321573841, \$69.99**

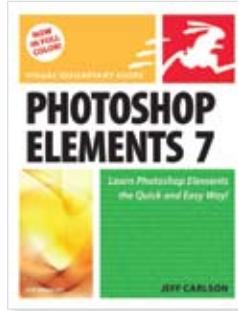
Classroom in a Book, the best-selling series of hands-on software training workbooks, helps you learn the features of Adobe software quickly and easily. Here to make sure you master Photoshop Elements 7 and Premiere Elements 7 is a convenient collection that combines two popular books into one. Packed with tips and techniques, this book is sure to aid you in becoming more productive with the programs' new features. A companion DVD includes lesson files and media.



### Adobe Photoshop Elements 7 Classroom in a Book

Adobe Creative Team  
**9780321573902, \$44.99**

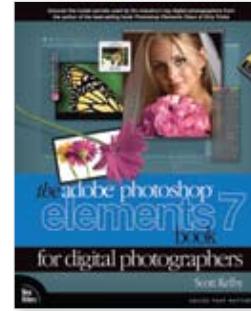
*Adobe Photoshop Elements 7 Classroom in a Book* is the most thorough and comprehensive way for new users to master all the new features in Adobe's consumer-targeted, image-editing software. Each chapter in this step-by-step, project-based guide contains a project that builds on the reader's growing knowledge of the program, while end-of-chapter review questions reinforce each lesson. Readers will learn the basics of editing their images with Photoshop Elements, and how best to use the program's many new features.



### Photoshop Elements 7 for Windows: Visual QuickStart Guide

Adobe Creative Team  
**9780321565969, \$29.99**

With *Adobe Photoshop Elements 7 for Windows: Visual QuickStart Guide*, readers can start from the beginning of the book for a tour of the interface and image-editing basics, or they can look up specific tasks to learn just what they need to know. This task-based, visual reference guide uses step-by-step instructions and plenty of screenshots to show readers how to capture photos, reduce red eye, correct color, work with layers, and much more.

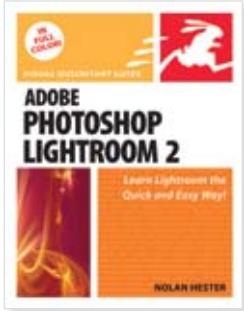


### The Adobe Photoshop Elements 7 Book for Digital Photographers

Scott Kelby and Matt Kloskowski  
**9780321565959, \$49.99**

If you're looking for one of those "tell-me-everything-about-the-Unsharp-Mask-filter" books, this isn't it. Instead, this fully updated bestseller gives you the inside tips and tricks of the trade for correcting, editing, sharpening, retouching, and presenting your photos like a pro. You'll be absolutely amazed at how easy and effective these techniques are—once you know the secrets.

## GETTING STARTED

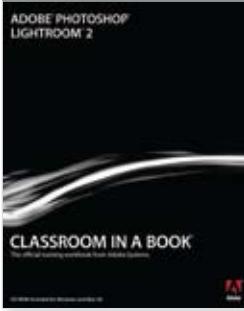


### Adobe Photoshop Lightroom 2: Visual QuickStart Guide

Nolan Hester

9780321554208, \$29.99

*Adobe Photoshop Lightroom 2: Visual QuickStart Guide* is the definitive task-based visual reference for digital photographers needing a jump-start on the complete range of features available in Adobe Photoshop Lightroom 2. Master this workflow application quickly and completely by working from beginning to end, or just skip to the task you need right now. It's all covered—everything from importing, organizing, and processing files, to managing and showcasing your images—whether it's one shot or an entire shoot.

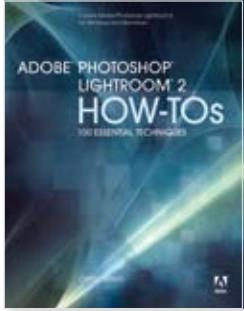


### Adobe Photoshop Lightroom 2 Classroom in a Book

Adobe Creative Team

9780321555601, \$54.99

This best-selling, project-based guide from Adobe Systems covers the basics of Adobe Photoshop Lightroom and provides countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Organize your growing photo library, discover the flexibility of nondestructive editing, create dynamic slideshows, produce interactive Web galleries, and much more.



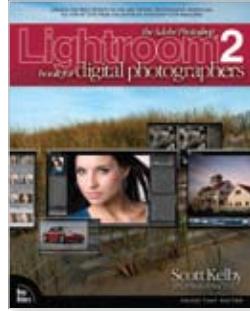
### Adobe Photoshop Lightroom 2 How-Tos: 100 Essential Techniques

Chris Orwig

9780321526373, \$24.99

In *Adobe Photoshop Lightroom 2 How-Tos*, Brooks Institute instructor and world-renowned photographer Chris Orwig brings you the best techniques to quickly organize and correct your digital images using this powerful program created specifically for photographers. Complete with illustrations and practical tips, these bite-sized lessons based on Chris's experience as a photographer and instructor provide just the information you need.

## BEYOND THE BASICS



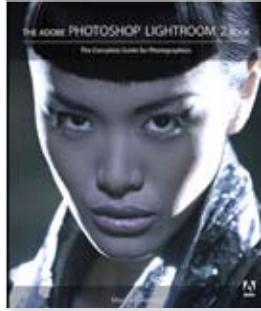
### The Adobe Photoshop Lightroom 2 Book for Digital Photographers

Scott Kelby

978032155564, \$44.99

Scott Kelby brings his award-winning, step-by-step, plain-English style to this groundbreaking new book that doesn't just show you "which sliders do what" (every Lightroom book does that). Scott takes you beyond the basics to reveal the secrets of the new digital photography workflow, using simple, yet brilliant techniques, making this book an incredible learning tool.

## TECHNIQUE & INSPIRATION



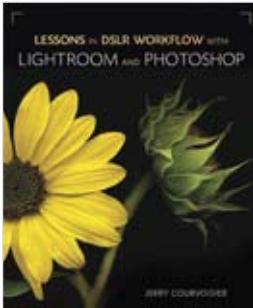
### The Adobe Photoshop Lightroom 2 Book: The Complete Guide for Photographers

Martin Evening

9780321555618, \$49.99

This completely updated and expanded bestseller, *The Adobe Photoshop Lightroom 2 Book* describes Lightroom's features in detail and with photographers in mind. An established commercial and fashion photographer, Martin Evening has worked with Lightroom from the beginning—providing feedback to Lightroom's public beta and monitoring the product's development. He knows firsthand what photographers need for a more efficient workflow, and he presents it all right here.

## TECHNIQUE &amp; INSPIRATION



### Lessons in DSLR Workflow with Lightroom and Photoshop

Jerry Courvoisier

**9780321554239, \$44.99**

You've captured great images with your DSLR—now what? Teacher and consultant Jerry Courvoisier provides an easy-to-follow road map for importing, organizing, and editing your images using the best features of Adobe Photoshop Lightroom 2 and Adobe Photoshop CS3. The combined power of using both programs—automation with Lightroom and specialized processing in Photoshop—offers a complete and flexible solution for serious hobbyists and professional photographers alike.

### Adobe Photoshop Lightroom Reference Guide

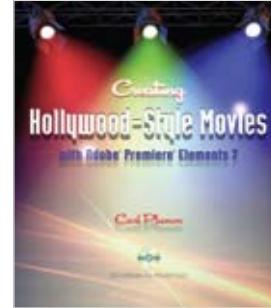
Some topics are just so important that you can't get enough information about them. Well, with this Lightroom Reference Guide we can say we've at least tried.

Rob Sylvan shows you everything you'll need to know about Lightroom and Lightroom 2, including how to manage, organize, develop, adjust, retouch, export, print, and show your images.

Check it out at  
[peachpit.com/lightroom](http://peachpit.com/lightroom).

## TECHNIQUE &amp; INSPIRATION

### Premiere Elements



### Creating Hollywood-Style Movies with Adobe Premiere Elements 7

Carl Plumer

**9780321606211, \$44.99**

This book will help you get to the next level in video editing, and that next level goes beyond simply splicing together clips and creating simple titles. In no time readers will be overlaying multiple tracks of videos and adjusting transparency, creating Picture-in-Picture overlays, using key frames and motion paths, setting and refining greenscreens and bluescreens, using color effects for emotional impact, and a whole range of other special effects to help you tell your story.

## GETTING STARTED



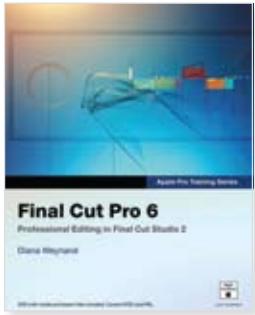
### Adobe Premiere Pro CS4 Classroom in a Book

Adobe Creative Team

**9780321573858, \$59.99**

This best-selling, project-based guide from Adobe Systems covers the basics of Premiere Pro CS4 and provides countless tips and techniques to help you become more productive with the program. Follow the book from start to finish or choose only those lessons that interest you.

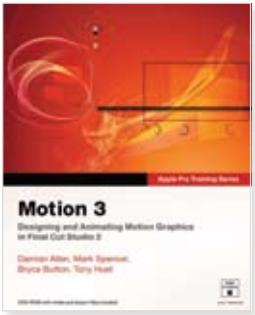
## GETTING STARTED



### Apple Pro Training Series: Final Cut Pro 6

Diana Weynand  
9780321502650, \$54.99

Completely revised for Final Cut Pro 6 and featuring all new footage from the USA Network series *Monk*, BBC's *Living Color*, and SeaWorld's *Believe* documentary, this best-selling, Apple-certified guide provides a strong foundation in all aspects of video editing. Renowned author Diana Weynand starts with basic video editing techniques and takes you all the way through Final Cut Pro's powerful advanced features.



### Apple Pro Training Series: Motion 3

Damian Allen, Mark Spencer,  
Bryce Button, and Tony Huet  
9780321509109, \$54.99

In this guide to Apple's revolutionary motion graphics software, you'll create a 3D TV station ID, a sophisticated DVD motion menu, a network-style title sequence, a lower-third overlay, and several high-end commercials as you master Motion 3. Each chapter represents a complete lesson with a commercial-quality project to work through as you learn.



### Apple Pro Training Series: Soundtrack Pro 2

Martin Sitter  
9780321502667, \$54.99

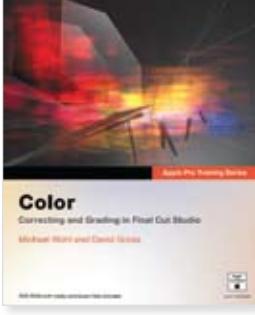
There's no better way to learn how to create professional audio files for film or video than with this self-paced, Apple-certified guide to Soundtrack Pro 2—the only digital audio tool designed specifically for Final Cut Pro editors.



### Apple Pro Training Series: DVD Studio Pro 4, Second Edition

Martin Sitter and Adrian Ramseier with Jem Schofield  
9780321501899, \$54.99

Now the best-selling book on DVD Studio Pro is even better. Updated for DVD Studio Pro 4.2, this Apple-certified book uses striking, real-world footage (including the HD documentary *One-Six-Right*) to build four complete DVDs. This revised edition covers integration with Final Cut Pro 6, Motion 3, and Compressor 3, as well as the new SD-to-HD workflow.

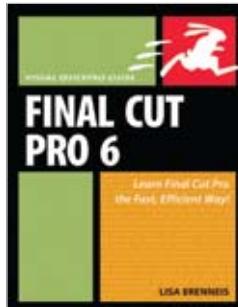


### Apple Pro Training Series: Color

Michael Wohl and David Gross  
9780321509116, \$54.99

This guide to Apple's masterful new color grading and finishing application starts with the basics of color balancing and correction and moves on to the fine points of secondary grading. Topics include scene matching, using vignettes to isolate and track regions, creating advanced color effects and "looks," making skin tone adjustments, and adjusting the composition and framing of a shot. As with the other titles in the Apple Pro Training Series, each chapter in this Apple-authorized guide represents a complete lesson—with a project to complete and a review section to reinforce the lessons.

## GETTING STARTED

**Final Cut Pro 6: Visual QuickPro Guide**

Lisa Brenneis

9780321502698, \$39.99

This updated, best-selling guide from DV expert Lisa Brenneis provides task-based, step-by-step instructions along with loads of visuals and time-saving tips that will help busy readers quickly find what they need to know about Final Cut Pro. Topics covered include essential editing operations and media-management strategies, transitions and motion effects, filters, rendering options, features new to version 6, and more.

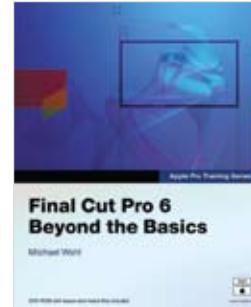
**Apple Pro Training Series: Getting Started with Final Cut Server**

Matthew Geller

9780321510242, \$34.99

Designed for video-production professionals, Final Cut Server sets the standard for intuitive media asset management, making it easy to manage large collections of media files efficiently. In this Apple-authorized reference guide, system integrator Matthew Geller takes you on a comprehensive tour of the software, covering everything from tools for tracking, reviewing, and approving jobs to automating complex sequences of tasks in a busy post environment.

## BEYOND THE BASICS

**Apple Pro Training Series: Final Cut Pro 6: Beyond the Basics**

Michael Wohl

9780321509123, \$54.99

In this Apple-authorized guide, director and filmmaker Michael Wohl teaches the advanced skills that editing professionals need to know most. Using professional broadcast, documentary, and dramatic footage, Wohl delivers a comprehensive course in video editing and finishing, with hands-on projects to complete as you go.

**Apple Pro Training Series: Compressor 3 Quick-Reference Guide**

Brian Gary

9780321514226, \$29.99

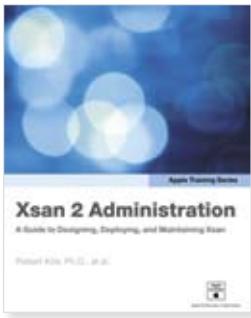
This book is designed for both intermediate and advanced Compressor users. Author and professional filmmaker Brian Gary helps readers quickly get up to speed, even if they use the software infrequently. It's full of timesaving and alternate workflow tips, tricks, and troubleshooting techniques. The book's compact size makes it easy to fit in a jacket pocket or computer case so that readers have it handy when they need it most. Compressor is a component of Final Cut Studio.

**Apple Pro Training Series: Xsan Quick-Reference Guide, Second Edition**Adam Green and  
Matthew Geller

9780321432322, \$29.99

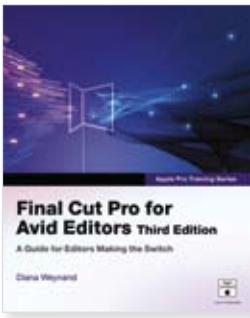
Xsan, the enterprise-class file system that offers high-speed access to centralized shared data, lets you expand your network horizons. This booklet provides invaluable setup, configuration, and troubleshooting information on Xsan. Designed as a reference, it features clear explanations of everything from multiple-seat topologies to working with Xsan Admin software, plus useful illustrations and schematic diagrams.

## BEYOND THE BASICS



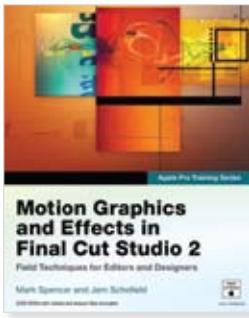
**Apple Training Series:  
Xsan 2 Administration:  
A Guide to Designing,  
Deploying, and  
Maintaining Xsan**  
Robert Kite, Ph.D.  
**9780321613226, \$59.99**

This authorized training book takes an in-depth look at Xsan 2 components, requirements, topologies, and installation challenges. System administrators and other IT professionals will learn about storage and network terminology and the deployment options offered by Xsan 2. This book also shows how to: plan a deployment, identify the basic structure of Xsan volumes, work with client and server configurations, manage failover, and control user access to SAN volumes.



**Apple Pro Training  
Series: Final Cut Pro  
for Avid Editors, Third  
Edition**  
Diane Weynand  
**9780321515391, \$49.99**

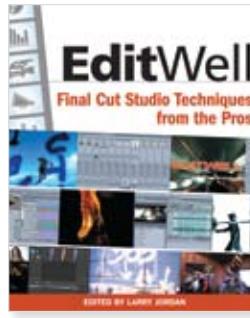
Using Avid images and terminology, master teacher and producer Diana Weynand shows you how to perform the tasks you've been doing in Media Composer by using Final Cut Pro instead. The book makes the transition easy. Each chapter presents a complete lesson in some aspect of Final Cut Pro with a project to complete, a review section, and exercises to reinforce the lessons.



**Apple Pro Training  
Series: Motion Graphics  
and Effects in Final Cut  
Studio 2**  
Mark Spencer and Jem Schofield  
**9780321509406, \$54.99**

This practical, focused book explains how to create motion graphics and effects using Motion, LiveType, and Final Cut Pro, all included in Final Cut Studio. Each chapter in this Apple-authorized guide represents a complete lesson—with a project to complete and a review section to reinforce the lessons. Author and video editor/producers Mark Spencer and Jem Schofield introduce the basics of creating an animated title sequence with Final Cut Pro and LiveType.

## IN-DEPTH REFERENCE



**Edit Well: Final Cut  
Studio Techniques from  
the Pros**  
Larry Jordan ed.  
**9780321612182, \$44.99**

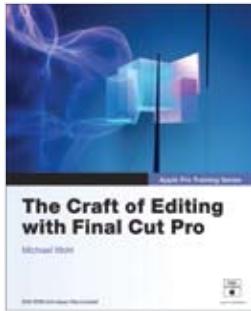
This is the book that in-the-trenches film editors have been waiting for. Written by the preeminent experts and practicing professionals in their fields, contributors include Kevin Monahan, Mary Plummer, Mark Spencer, Tom Wolfsky, and Alexis Van Hurkman, to name a few. Each chapter features each pro's insights on a particular tool in the Studio, whether it be Final Cut Pro, Soundtrack Pro, Motion and its 3D capabilities, or Color, a groundbreaking addition to the Studio for professional color grading.



**Apple Pro Training  
Series: Optimizing Your  
Final Cut Pro System**  
Sean Cullen, Matthew Geller,  
Charles Roberts, and  
Adam Wilt  
**9780321268716, \$54.99**

Essential reading for editors at post-production houses who want to move beyond simple Final Cut Pro installations to produce their film, video, and DVD masterworks, this book explains how to integrate high-end capture cards, storage systems, and other industry-standard hardware into a Final Cut Pro workflow. All this technical information is pulled together into one book that is both a self-paced learning tool and the official curriculum for the Apple Pro Training and Certification Program.

## TECHNIQUE &amp; INSPIRATION

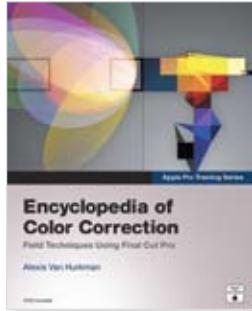


**Apple Pro Training Series: The Craft of Editing with Final Cut Pro**

Michael Wohl

9780321520364, \$59.99

Superbly fitted to a semester-length course, this is the ideal curriculum for a hands-on exploration of advanced editing. In this Apple-authorized training book, director and filmmaker Michael Wohl delivers comprehensive training in professional editing techniques, with projects for readers to complete as they go. Two DVDs of excellent, professional footage and project files give you the chance to work with every genre as you learn.



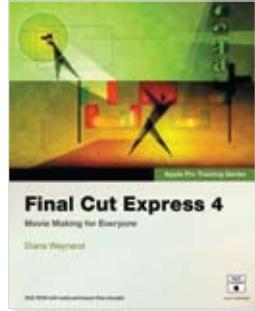
**Apple Pro Training Series: Encyclopedia of Color Correction / Field Techniques Using Final Cut Pro**

Alexis Van Hurkman

9780321432315, \$54.99

No video project is finished until it is color corrected, and no colorist should be without *Encyclopedia of Color Correction*, the only Apple-certified, comprehensive reference to the art, techniques, and engineering of professional video color correction.

## GETTING STARTED

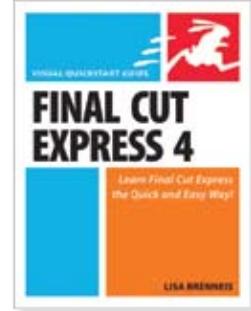


**Apple Pro Training Series: Final Cut Express 4**

Diana Weynand

9780321534675, \$44.99

The only Apple-certified guide to Final Cut Express 4, this book delivers the techniques you need to make movie magic with DV, HDV, or AVCHD footage. Each chapter presents a complete lesson in an aspect of video editing and finishing, with hands-on projects to complete as you go. All the files you need are included on the DVD.



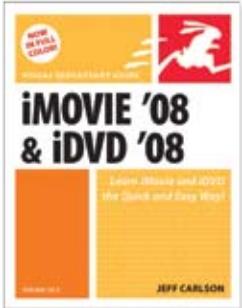
**Final Cut Express 4: Visual QuickStart Guide**

Lisa Brenneis

9780321544322, \$29.99

This is a thoroughly updated task-based guide to the program from best-selling author and digital video expert Lisa Brenneis. Users who are eager to make effective, compelling videos but don't want to invest heavily in training or equipment will welcome Lisa's simple step-by-step instructions, strong visual approach, and sound professional advice.

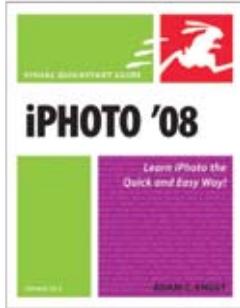
## GETTING STARTED



**iMovie '08 and iDVD '08 for Mac OS X: Visual QuickStart Guide**

Jeff Carlson  
9780321501875, \$29.99

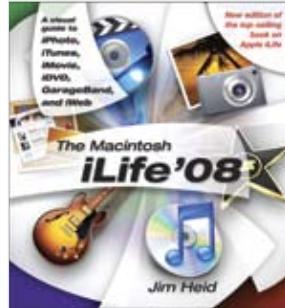
This full-color, amply illustrated, accessible book teaches readers the skills needed to create compelling movies with iMovie and iDVD. This comprehensive reference covers everything in iMovie '08 and iDVD '08, including the new interface that lets users create a movie intuitively and quickly, expanded format support, an easy-to-browse library that automatically organizes your video clips, and the ability to publish your movie to the Web on your .Mac homepage or directly to YouTube.



**iPhoto '08 for Mac OS X: Visual QuickStart Guide**

Adam Engst  
9780321501882, \$24.99

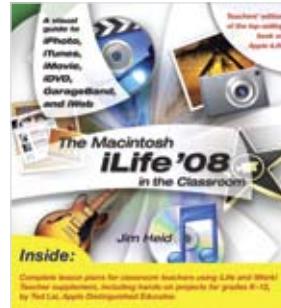
This task-based, visual guide uses step-by-step instructions and hundreds of full-color screenshots to teach beginning and intermediate users how to make the most of their digital photos with the new iPhoto '08. Perfect for anyone who needs to learn the program inside-out, this guide covers everything in iPhoto '08, including automatically organizing photos by event, using new editing tools to paste a set of adjustments from one photo into another, creating new hardcover photo books and large-font calendars, sharing photos via the .Mac Web Gallery, and more.



**The Macintosh iLife '08**

Jim Heid  
9780321501905, \$39.99

In *The Macintosh iLife '08*, longtime digital media guru Jim Heid makes the most of iLife '08 by delivering a highly interactive, engaging learning experience. This book is beautifully illustrated and contains tips and project ideas that readers can turn to for all things iLife '08. The updated coverage includes the latest products in iLife '08: iDVD, iPhoto, iMovie, GarageBand, .Mac Web Gallery, and iWeb. These amazing applications bring out the creative spirit in everyone.

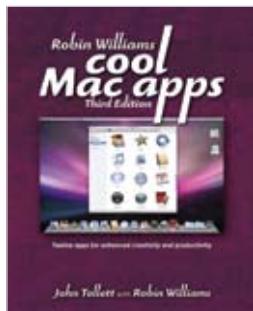


**The Macintosh iLife '08 in the Classroom**

Jim Heid with Ted Lai  
9780321549266, \$49.99

With tools for photography, moviemaking, DVD production, and music creation, Apple's latest iLife '08 software can enhance just about any educational experience. In this fully updated book, longtime digital media guru Jim Heid, along with education expert Ted Lai, provide teachers with both the technical detail they need to work with the software and the lesson plans and projects they need to get students using the tools creatively and effectively. Teachers can then choose from among the 6 full lessons and 20 mini lessons.

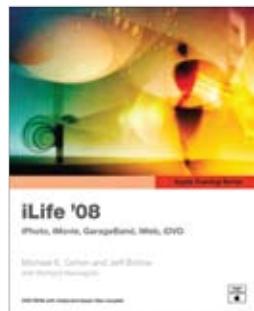
## GETTING STARTED



**Robin Williams Cool Mac Apps, Third Edition:** Twelve apps for enhanced creativity and productivity

John Tollett with Robin Williams  
**9780321508966, \$24.99**

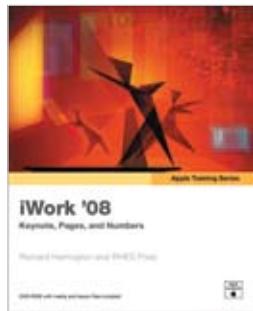
This popular book shows readers how to take advantage of the iLife '08 applications that to many are the coolest parts of using a Mac. Through tutorials, tips, and techniques, readers will learn how to use each of the powerful applications—individually and as part of an integrated, interactive suite. Friendly, practical instructions will have new and veteran Mac owners using all that's new in the suite in no time.



**Apple Training Series: iLife '08**

Michael E. Cohen, Jeff Bollow with Richard Harrington  
**9780321502674, \$39.99**

In the only Apple-certified guide to iLife '08, readers will learn how to create dynamic, original projects with iLife within the first few pages. Using real-life material and practical lessons, this book/DVD combo offers a complete, self-paced course in creating and sharing digital music, photos, movies, podcasts, and blogs with iLife '08. Focused lessons take readers step-by-step through everything from burning and printing custom-made CDs with iTunes to creating professional-sounding podcasts and original music compositions with GarageBand.



**Apple Training Series: iWork '08**

Richard Harrington and RHED Pixel  
**9780321501851, \$39.99**

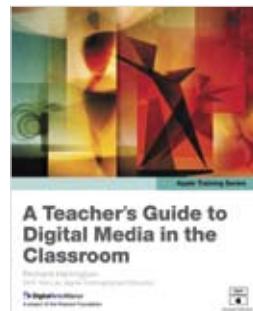
This Apple-authorized self-paced learning guide takes readers step-by-step through practical, real-world lessons that cover all aspects of iWork '08. The book is both a self-paced learning tool and the official curriculum of the Apple Training and certification program, used by schools and training centers worldwide, and is ideal for users of all levels.



**Apple Training Series: iWork '08 and iLife '08 Value Pack**

Richard Harrington, Michael Cohen and Jeffrey Bollow  
**9780321600813, \$69.99**

This discounted value pack includes the best-selling *Apple Training Series: iLife '08* and *Apple Training Series: iWork '08*. Each book provides the only Apple-certified way to learn these key digital lifestyle technologies.

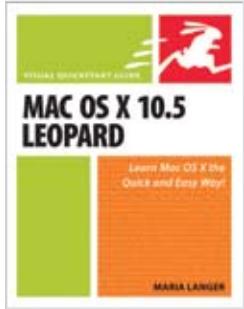


**A Teacher's Guide to Digital Media in the Classroom**

Richard Harrington  
with Michael Cohen and Jeffrey Bollow  
**9780321591432, \$19.99**

In this Apple-certified guide, Richard Harrington shows teachers how to integrate digital media arts into their existing curriculum using iLife '08, iWork '08, and practical, step-by-step projects. Designed to be used with *Apple Training Series: iLife '08* and *Apple Training Series: iWork '08*, this guide covers everything from creating a photo essay to building polished video projects, and will have teachers and students producing Web sites, podcasts, video blogs, and DVDs in no time.

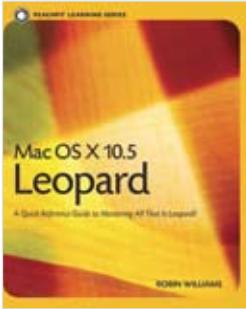
## GETTING STARTED



### Mac OS X 10.5 Leopard: Visual QuickStart Guide

Maria Langer  
9780321496003, \$24.99

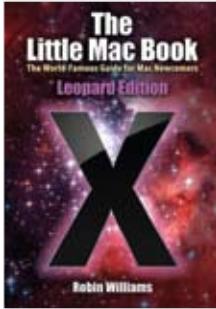
Respected, best-selling author Maria Langer takes readers through Mac OS X's groundbreaking capabilities, including new applications such as Time Machine and Spaces, and revamped applications such as Mail, Dashboard, Spotlight, and iCal. With plenty of screenshots to clearly illustrate techniques, this reasonably-priced guide is a great reference to the essentials of Apple's release of Mac OS X Leopard.



### Mac OS X 10.5 Leopard: Peachpit Learning Series

Robin Williams  
9780321502636, \$29.99

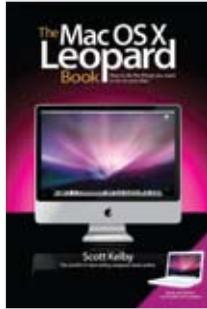
Best-selling author Robin Williams brings her trademark clear, approachable style to this *Peachpit Learning Series* guide on the latest Mac operating system, Leopard. The book focuses on what you want to know: what's new in Leopard, what's great about it, and how you can get the most out of it fast. Offering focused lessons that take users step-by-step through practical, real-world projects, this full-color guide serves as a first-rate primer for anyone who needs to know Mac OS X Leopard inside and out.



### Little Mac Book, Leopard Edition

Robin Williams  
9780321509413, \$19.99

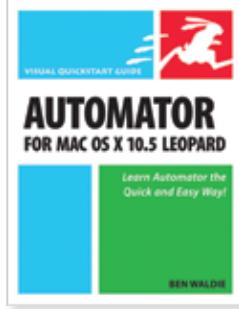
This best-selling little Mac classic has been revised and overhauled to introduce users to Leopard, Apple's newest version of its revolutionary operating system. Now in full-color for the first time, the book walks readers through the new features in Leopard using Robin Williams' jargon-free prose and approachable style.



### The Mac OS X Leopard Book

Scott Kelby  
9780321543950, \$24.99

Using the same proven formula as his best-selling *The iPod Book* and *The Digital Photography Book*, Scott Kelby now tackles the latest Macintosh operating system with *The Mac OS X Leopard Book*. In his signature, inimitable style, Scott teaches you how to do all the most important, most requested, and most useful things you need to know to get the most out of Mac OS X Leopard. With each illustrated page comes a new topic, a new trick, a new piece of information that will have you working better, faster, and smarter than ever.



### Automator for Mac OS X 10.5 Leopard: Visual QuickStart Guide

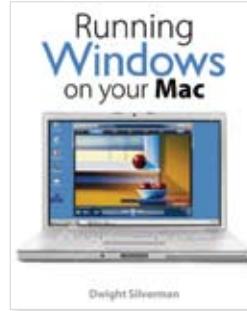
Ben Waldie  
9780321539359, \$29.99

Using plenty of visual aides, author Ben Waldie introduces readers to how Automator works, and then helps them assemble and use Automator workflows. This book covers the major updates to Automator for Mac OS X Leopard. The updated Automator works with any Mac application, by allowing users to record tasks and play them back. The new Automator has the sophisticated ability to repeat an action until a condition is met (known as looping). These features make Automator more flexible and powerful than ever.

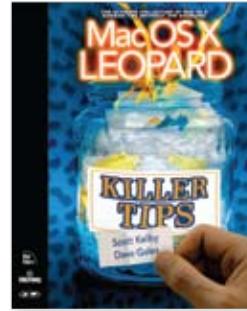
## BEYOND THE BASICS

**Apple Training Series:  
AppleScript 1-2-3**Sal Soghoian and Bill  
Cheeseman**9780321149312, \$49.99**

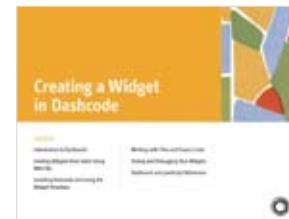
In *AppleScript 1-2-3*, Apple's AppleScript product manager Sal Soghoian and AppleScript guru Bill Cheeseman teach beginners how to address nearly any automation task on the Macintosh. Broken down into two parts, the book explains AppleScript fundamentals through a series of hands-on how-tos, offers an in-depth examination of useful AppleScript tools and techniques, and uses sample scripts to demonstrate how to automate Apple and third-party applications.

**Running Windows on  
Your Mac**Dwight Silverman  
**9780321535061, \$34.99**

With virtualization software, such as Parallels, Boot Camp, and VMWare, computer users no longer have to decide which OS to run. This book will show readers how to install and run Windows Vista on an Intel-based Mac and use it side by side with Mac OS X 10.5 Leopard—all on one machine. The book takes a step-by-step approach to setting up and using the software, with plenty of screenshots to guide the reader along the way. It also guides readers on how to use Windows and Mac OS X.

**Mac OS X Leopard  
Killer Tips**Scott Kelby and Dave Gales  
**9780321501936, \$34.99**

Killer Tips books are written with one goal in mind: to allow the reader to work faster and smarter. Here, Scott Kelby gives you only the best tips and info on Mac OS X Leopard, covering all of the new features, including Time Machine, the revolutionary and completely unique backup system; Spaces, which allows the user to totally customize different window configurations based on their needs; Spotlight, which now allows the user to search across an entire network (not just the user's computer); and much more.

**PDF DOWNLOAD****Creating a Widget  
in Dashcode**Ryan Faas  
**9780321552983, \$6.99**

*Creating a Widget in Dashcode* introduces you to the Dashcode environment and walks you through every step in creating your own widgets—be they as simple as a daily photo widget or something on a much grander scale. This digital Short Cut covers: creating widgets from Safari using Web Clip, installing Dashcode, using widgets with templates, testing/debugging your widgets; and more.

## Rough Cuts

### Rough Cuts from Peachpit's Safari Books Online

Sometimes you just can't wait for the book. When you need to gain early access to information on cutting-edge topics, public betas, or your author's next work, now you can turn to the Rough Cuts service from Peachpit's Safari Books Online. With the Rough Cuts service, you'll access books as they are being written. You can choose to purchase electronic access only to the title with unlimited viewing and PDF downloads of each revision, pre-purchase the print book, or get the best of both worlds—electronic access immediately and the print book later. Any way you cut it, you'll be joining a community of readers who are actively blogging about the topic and giving the author practical feedback, and then you'll receive the finished product when it is published.

Stay tuned for upcoming Rough Cuts from Peachpit on leading-edge technologies such as interface design, scripting languages, findability, Adobe Photoshop Lightroom, the social Web, and more. For more information, please visit <http://safari.peachpit.com/> and <http://safari.peachpit.com/roughcuts>.



## IN-DEPTH REFERENCE

**Apple Training Series:  
Mac OS X Support  
Essentials, Second  
Edition**

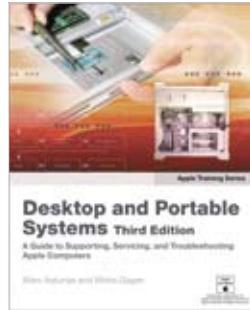
Kevin M. White  
**9780321489814, \$54.99**

This updated Apple-certified bestseller will take you deep inside the latest big-cat operating system—covering everything from installation to network configuration, customizing the operating system, supporting applications, setting up peripherals, and more. Whether you're a support technician or simply an ardent Mac user, you'll quickly learn and master the new features in Mac OS X 10.5 Leopard.

**Apple Training Series:  
Mac OS X Server  
Essentials, Second  
Edition**

Schoun Regan and David Pugh  
**9780321496607, \$59.99**

The only Apple-certified book on Mac OS X Server, this reference takes support technicians and ardent Mac users deep inside the server operating system. Keyed to the learning objectives of the Apple Certified Technical Coordinator certification exam, the lessons serve as a perfect supplement to Apple's own training class and a first-rate primer for computer support personnel who need to support and maintain Mac OS X Server as part of their jobs.

**Apple Training Series:  
Desktop and Portable  
Systems, Third Edition**

Marc Asturias and  
Moira Gagen  
**9780321455017, \$59.99**

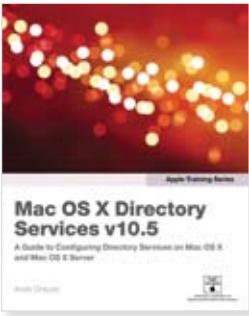
This authoritative, Apple-certified training course is designed both for professionals who support Apple computers, as well as Mac enthusiasts who want to upgrade, service, or troubleshoot their favorite machines. Fully revised, this third edition covers Apple's new Intel models, including the Mac mini, iMac, MacBook, and MacBook Pro. This is the companion curriculum used in AppleCare Technician Training courses worldwide.

**Apple Training Series:  
Mac OS X Deployment  
v10.5**

Kevin M. White  
**9780321502681, \$59.99**

Completely up-to-date for Mac OS X v10.5 Leopard and certified by Apple, this is the official reference guide for Apple's Mac OS X Deployment v10.5 certification course. Using task-based instructions and strong visuals, this guide teaches Apple system administrators how to deploy a wide range of items to multiple computers in both large and small organizations.

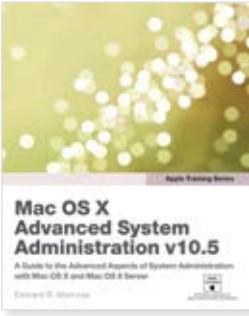
## IN-DEPTH REFERENCE



### Apple Training Series: Mac OS X Directory Services v10.5

Ark Dreyer  
**9780321509734, \$59.99**

Completely up-to-date for Mac OS X v10.5 Leopard and certified by Apple, this is the official reference guide for Apple's Mac OS X Directory Services v10.5 certification course. Using task-based instruction and strong visuals, this guide provides in-depth technical information on the directory services architecture in Mac OS X and Mac OS X Server.



### Apple Training Series: Mac OS X Advanced System Administration v10.5

Edward R. Marczak  
**9780321563149, \$64.99**

Completely up-to-date for Mac OS X v10.5 Leopard, this is the official reference guide for Apple's Mac OS X Advanced System Administration v10.5 certification course. Through extensive use of the command-line interface, system administrators and IT professionals will learn how to become more efficient when deploying Mac OS X and Mac OS X Server in today's complex and dynamic data centers.

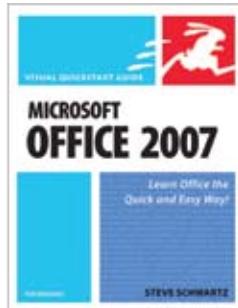
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## GETTING STARTED

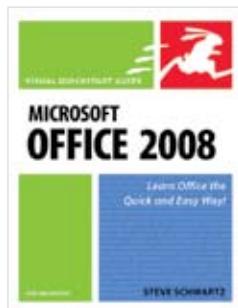


### Microsoft Office 2007 for Windows: Visual QuickStart Guide

Steve Schwartz

9780321487797, \$24.99

This book is the essential reference tool for the home and small business user, covering everything in the Office Basic, Home & Student, Standard, and Small Business suites. Software covered includes: Word, Excel, OneNote, Outlook, PowerPoint, and Publisher. The easy visual approach uses pictures to guide you through Microsoft Office and show you everything you need to know to get up and running quickly.

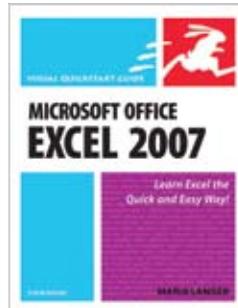


### Microsoft Office 2008 for Macintosh: Visual QuickStart Guide

Steve Schwartz

9780321534002, \$24.99

Microsoft's new Office 2008 for the Macintosh is packed with new techniques and tools to help users work smarter and more efficiently. From the new user interface Elements Gallery, document-layout tools, Excel capabilities for handling common financial tasks, and My Day tool for tracking schedules, Office 2008 for Mac offers plenty of new capabilities just for Mac users. As with all Visual QuickStart Guides, clear, concise instructions and loads of visual aids make learning easy and painless.

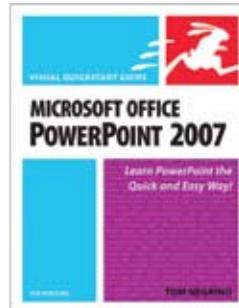


### Microsoft Office Excel 2007 for Windows: Visual QuickStart Guide

Maria Langer

9780321461520, \$21.99

In these pages, veteran author and trusted Excel teacher Maria Langer provides step-by-step instructions for the full gamut of Excel tasks—from worksheet basics like editing, using functions, formatting cells, and adding graphics objects, to more advanced topics like creating charts, working with databases, and Web publishing. As with all Visual QuickStart Guide books, clear, concise instructions and lots of visual aids make learning easy and painless.



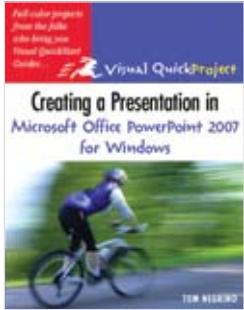
### Microsoft Office PowerPoint 2007 for Windows: Visual QuickStart Guide

Tom Negrino

9780321498403, \$24.99

PowerPoint presenter extraordinaire Tom Negrino steps readers through the redesigned user interface and highlights the tools readers will use as they create their presentations. The book features step-by-step instruction on all the new features in PowerPoint 2007, such as using dynamic SmartArt Diagrams and custom layouts, applying attractive themes, and manipulating and working with your text, tables, charts, and other presentation elements in much richer ways than ever before.

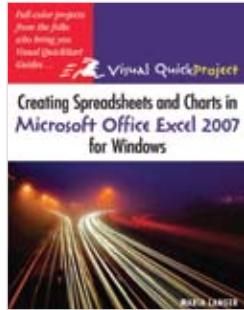
## GETTING STARTED



### Creating a Presentation in Microsoft Office PowerPoint 2007 for Windows: Visual QuickProject Guide

Tom Negrino  
**9780321492371, \$16.99**

If you want to make a great presentation fast but don't want to get bogged down in the details, then you need a Visual QuickProject Guide! Tom Negrino guides readers through a single, basic presentation. He begins with an overview of the redesigned Office interface and highlights the tools readers will use as they create their project. From there, readers begin writing their presentation, gathering images and sound files, choosing a design, working with text, and adding graphics.

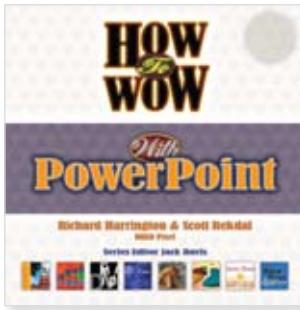


### Creating Spreadsheets and Charts in Microsoft Office Excel 2007 for Windows: Visual QuickProject Guide

Maria Langer  
**9780321492388, \$16.99**

If you want to make great-looking charts and spreadsheets fast but don't want to get bogged down in the details, then you need a Visual QuickProject Guide! Full-color illustrations show you how to perform each step of your project from start to finish, and the companion Web site includes sample files to download, related information, and relevant links!

## TECHNIQUE & INSPIRATION



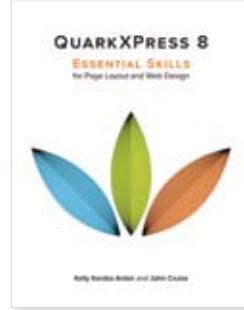
### How to Wow with PowerPoint

Richard Harrington and  
Scott Rekdal  
**9780321495730, \$39.99**

Wouldn't it be great if you could have two of the most sought-after graphic design professionals sitting next to you at your computer as you navigate through the infinite possibilities of your next important presentation? This book is the next best thing. It guides you step-by-step through real-world projects with an emphasis on cutting through the clutter and focusing on good design principles as a more effective way to build presentations. The *How to Wow with PowerPoint* companion CD at the back of this book contains all the files you'll need.

## GETTING STARTED

### QuarkXPress



### QuarkXPress 8: Essential Skills for Page Layout and Web Design

Kelly Kordes Anton and  
John Cruise  
**9780321616913, \$29.99**

This book focuses on the basic techniques of QuarkXPress 8 software for print and Web workflows. It provides only the essential tips and techniques without the unnecessary comprehensive documentation found in other books. The authors present the program in a way that enables users to truly learn QuarkXPress (20 years after the program was introduced). The book covers: Workspaces, Documents, Pages, Items, Type, Text, Tables, Graphics, Color, Print, PDF, Web, and Flash, and more.

## Peachpit Video on Demand

Peachpit now offers Video QuickStarts and many other online training videos! Whether you're learning CSS, Dreamweaver, Photoshop, or some other creative application, our new lineup of video products includes instruction from our top authors and our top series. These videos can be available streaming from our website and DVD-ROM versions are available as well. Within minutes you can start learning whatever you need right when you need it.

### New

**Photoshop Studio with Bert Monroy:  
Lessons in Digital Painting**  
Bert Monroy  
More info: page 24

**Designing the Moment: From First  
Impression to Conversion**  
Robert Hoekman, Jr.  
More info: page 70

**SEO and Beyond: A Holistic  
Approach to Findability**  
Aarron Walter  
More info: page 66

**[www.peachpit.com/video](http://www.peachpit.com/video)**

### Coming Soon

**Mastering Web Content: Structure and  
Presentation with XHTML and CSS**  
Stephanie Sullivan  
9780321617828

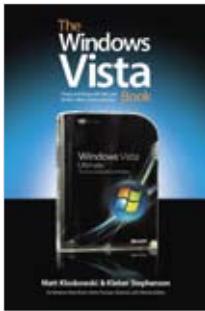
**Mastering Web Content:  
Behavior with Ajax**  
Greg Rewis  
9780321617811

**Marty Neumeier's Innovation  
Workshop: Brand Strategy +  
Design Thinking =  
Nonstop Innovation**  
9780321617057

**Presentation Zen: The Video**  
Garr Reynolds  
9780321573896



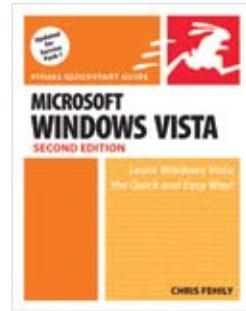
## GETTING STARTED



### The Windows Vista Book: Doing Cool Things with Vista, Your Photos, Videos, Music, and More

Matt Kloskowski and  
Kleber Stephenson  
**9780321509741, \$24.99**

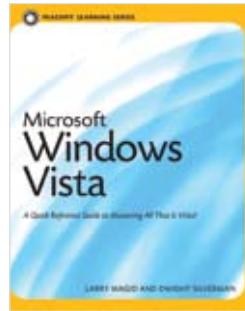
This book cuts through all the technical jargon and gives you exactly what you want: the most important, most requested, and just plain coolest things about Vista that will change the way you work on your PC. Each page covers just one topic, complete with full-color photos and screenshots, making it easy to find what you're looking for fast.



### Microsoft Windows Vista, Second Edition: Visual QuickStart Guide

Chris Fehily  
**9780321553621, \$29.99**

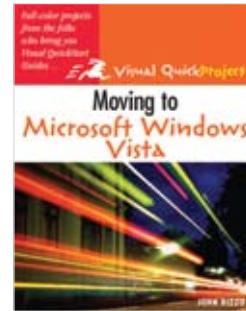
With plenty of screenshots to guide users along the way, respected author Chris Fehily takes readers through Vista's breakthrough capabilities, including its user interface, Sidebar, Internet Explorer, Media Player, anti-spyware, Mail, SideShow, and photo-sharing capabilities—as well as all the enhancements included in the Service Pack 1 update. Step-by-step instructions and numbered tips help make this task-based reference guide the best value and content around!



### Microsoft Windows Vista: Peachpit Learning Series

Larry Magid and  
Dwight Silverman  
**9780321441928, \$29.99**

With this book, you can learn the way you like to learn—whether it is working through the lessons from start to finish, or looking up just what you need to find at the moment. Technology experts and writers Larry Magid and Dwight Silverman will show you how to: Install Windows Vista, add a new Vista PC to your home network, manage your files and documents, edit photos, share music, troubleshoot common Vista problems, make your computer safer and more secure, and more.

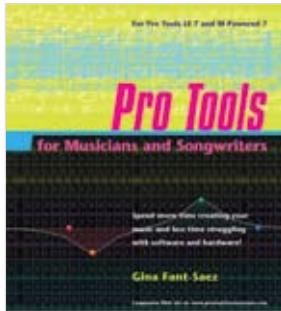


### Moving to Microsoft Windows Vista: Visual QuickProject Guide

John Rizzo  
**9780321491206, \$16.99**

If you want to get to know Windows Vista fast but don't want to get bogged down in the details, you need a Visual QuickProject Guide! Full-color illustrations show you how to perform each step of your project from start to finish. Computer guru John Rizzo uses full-color illustrations to walk you through each step in the process of moving over to the new Vista operating systems.

## GETTING STARTED

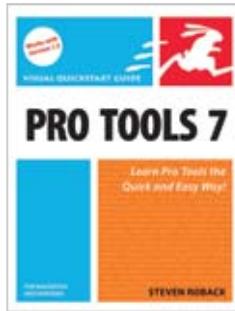


### Pro Tools for Musicians and Songwriters

Gina Fant-Saez

9780321337030, \$54.99

By treating Digidesign's audio software as just another musical instrument, this guide manages to do what no other Pro Tools guide has: It speaks to musicians in a language they can understand. From creating that first track to working with loops; recording, editing, and mixing audio; managing files; working with other musicians; and more, you'll find everything you need here to start making music with Pro Tools.

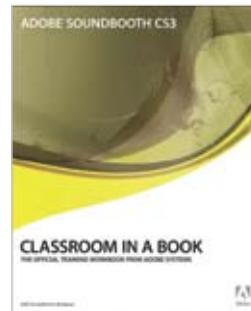


### Pro Tools 7 for Macintosh and Windows: Visual QuickStart Guide

Steven Roback

9780321348982, \$29.99

Need to learn Pro Tools fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with the industry-standard digital audio production software in no time. You'll learn the basics of automation, MIDI sequencing, and file management in Pro Tools, and find extensive coverage of all the program's new features: the newly streamlined interface, extensive new MIDI features and functionality, file-management system, effects plug-ins, additional hardware support, and more.

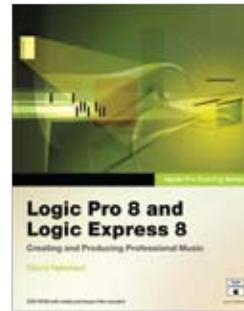


### Adobe Soundbooth CS3 Classroom in a Book

Adobe Creative Team

9780321499776, \$54.99

This project-based guide from Adobe will teach readers all they need to know to create and edit audio with Soundbooth CS3, Adobe's current audio-editing application targeted at creative professionals in all disciplines (no sound engineering background required!). Using step-by-step instructions with projects that build on the knowledge learned in each lesson, readers will pick up techniques for recording new dialog tracks and sound effects, while learning how to modify existing audio files with tools that cut, copy, paste, fade, stretch, and add effects.



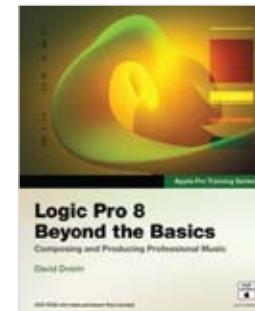
### Apple Pro Training Series: Logic 8 Pro and Logic Express 8

David Nahmani

9780321502926, \$54.99

This Apple-certified guide shows you how to record, produce, and polish your musical creations with Apple's professional audio software. Veteran audio producer David Nahmani uses step-by-step, project-based instruction and straightforward explanation to teach everything from basic music creation to advanced production techniques.

## BEYOND THE BASICS



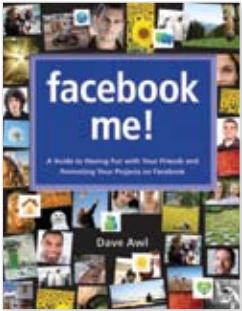
### Apple Pro Training Series: Logic Pro 8: Beyond the Basics

David Dvorin

9780321502889, \$54.99

In this Apple-certified guide, author David Dvorin demonstrates the powerful advanced features in Logic Pro that have led many of the world's top producers, composers, and engineers to make this program the centerpiece of their music studios.

## GETTING STARTED



### Facebook Me! A Guide to Having Fun with Your Friends and Promoting Your Projects on Facebook

Dave Awl

9780321591951, \$19.99

More than just a basic how-to guide, this book covers all the bells and whistles of creating a rich Facebook experience, giving you smart strategies for setting up profiles, privacy, and feeds; socializing, sharing, publishing and promoting, and handling the politics of using Facebook at the office. This book is a finely detailed roadmap that will help users avoid Facebook potholes and get them cruising serenely along with this social networking application.

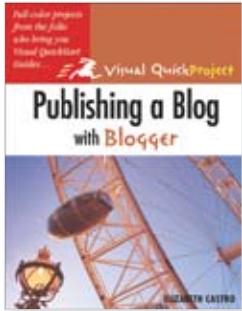


### Building a WordPress Blog People Want to Read

Scott McNulty

9780321591937, \$29.99

In this handy guide, WordPress expert Scott McNulty walks readers through the entire process of creating a blog that will keep folks coming back to read more, including: installation and setup, handling content, tweaking your blog with themes and plug-ins, and much more. He then provides in-depth coverage of the different types of Blogs available with WordPress—photoblogs, podcasts, group blogs, Tumbleblogs—and, finally, provides troubleshooting tips for common mistakes, excessive traffic, database issues, and backing up.

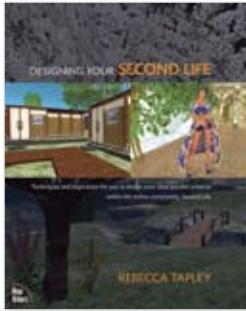


### Publishing a Blog with Blogger: Visual QuickProject Guide

Elizabeth Castro

9780321321237, \$16.99

Using big, bold full-color pictures and streamlined instructions, this compact guide covers just the need-to-know essentials that will get you blogging with leading free blog software—Google's Blogger—in a matter of minutes. Best-selling author Elizabeth Castro takes you through each step of the blogging process—from acquainting yourself with the interface to setting up your blog, creating your profile, posting email, adding pictures and audio, and more. Occasional sidebars and tips point out other useful blogging tips and tricks.

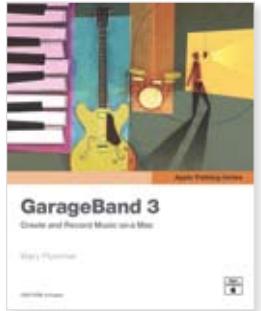


### Designing Your Second Life

Rebecca Tapley

9780321503015, \$29.99

Whether your second, virtual life has just begun, or you've been "in-world" for a long time, a successful and rewarding experience depends on your mastery of design. In this book Rebecca Tapley ("Mera Luan" in SL) shows you how to design everything—from bodies to earrings, cars to castles—for improved appearance, function, and usability. Real-world topics such as urban planning, color theory, user experience, interior design, and landscaping are mapped to SL conditions. Learn how to spot the best skin and hair, clothing, architecture and construction, property for sale, and more.



### Apple Training Series: GarageBand 3

Mary Plummer

9780321421654, \$44.99

This Apple-certified book/DVD combo from composer and master trainer Mary Plummer (who's also an Apple Certified Trainer) offers a complete, self-paced course in all aspects of GarageBand 3, including extensive coverage of the newest features. You'll learn everything from mastering the interface and basic recording techniques to the secrets of arranging songs, editing and mixing tracks, adding effects, and distributing your GarageBand files.

## GETTING STARTED

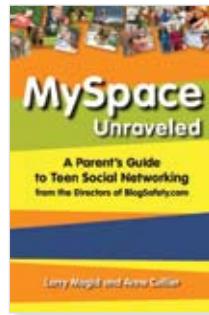


### Now You Know Palm Centro

Patrick Ames

**9780321579027, \$19.99**

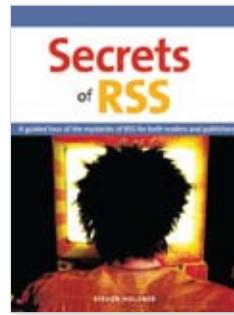
This pocket-sized and portable guide comes jam-packed with new things you can do on your Palm Centro that are not disclosed in the PDF manuals. Master one topic quickly and easily, and then move on to the next, because everything is a one-to-five-minute tip or technique. Fast and simple, this book allows you to practice on your handheld while you read. You'll learn about the wireless capabilities, email, media and streaming media, accessories, productivity, and more.



### MySpace Unraveled: What It Is and How to Use It Safely

Larry Magid and Anne Collier  
**9780321480187, \$14.99**

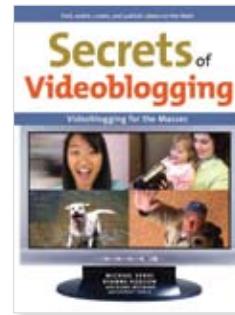
Do you know what your children are up to on MySpace? *MySpace Unraveled: What It Is and How to Use It Safely* discusses the booming MySpace social-networking phenomenon and shows you exactly what you need to know about MySpace and how to create a safe online experience for your kids. This concise and practical guide discusses explains how children are using social-networking Web sites and why they have become so popular.



### Secrets of RSS

Steven Holzner  
**9780321426222, \$26.99**

Whether you want to create your own RSS feeds or just would like to locate and add them to your Web site, this is the book for you. Author Steve Holzner provides real-world guidance and advice to introduce you to everything you need to know about effectively implementing and using RSS. It's all here—understanding RSS and RSS readers, getting subscribers, podcasting, developing blogs, downloading free tools, and more!



### Secrets of Videoblogging

Michael Verdi, Rianne Hodson, Diana Weynand, and Shirley Craig  
**9780321429179, \$24.99**

If you're ready to turn your blog into a vlog—a video blog, that is—this fun, fast, full-color guide provides the perfect place to start. In it, you'll find real-world guidance on everything from the legal, ethical, and creative issues involved to choosing the right equipment, dealing with compression, adjusting light and sound, applying transitions and effects, choosing a blog service, managing RSS feeds, and more.

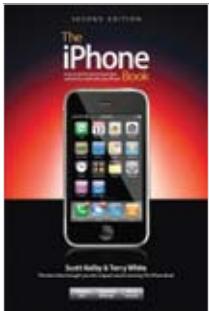


### Secrets of Podcasting, Second Edition: Audio Blogging for the Masses

Bart G. Farkas  
**9780321438430, \$24.99**

If you thought Internet radio was cool, wait till you experience podcasting—regular audio programs—delivered via the Internet—which you can listen to when you want, where you want! Here to lead you into this brave, new world is a fun, fact-filled guide that shows you how to find, create, and distribute podcasts. Scattered throughout are interviews with real-world podcasting masters.

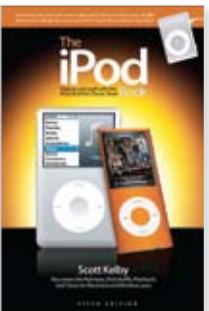
## GETTING STARTED



### The iPhone Book, Second Edition (Covers iPhone 3G, Original iPhone, and iPod Touch)

Scott Kelby and Terry White  
**9780321577832, \$19.99**

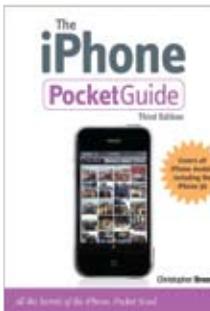
Fully updated to cover Apple's new iPhone 3G, this show-me-how-to-do-it book skips all the confusing techno-jargon and just tells you, in plain, simple English, exactly how to use the iPhone features you want to use most. The book's layout, with each page covering just a single topic, helps you find the information you need quickly and easily. Scott teams up once again with tech guru Terry White to put together a book that is an awful lot like the iPhone itself: simple to use and fun to learn.



### The iPod Book: Doing Cool Stuff with the iPod and the iTunes Store, Fifth Edition

Scott Kelby  
**9780321569356, \$19.99**

Through full-color illustrations and simple step-by-step instructions, readers will learn all about the iPod touch, the iPod nano, the iPod classic, the iPod shuffle, and the new iTunes 8. Scott provides the basics of how to share music between Macs and PCs, sync iTunes-created playlists as well as iPod-created voice notes, download and watch videos, and more. Scott has peppered the guide with tons of time-saving tips and tricks that typically can only be gleaned through hard-won experience.



### The iPhone Pocket Guide, Third Edition

Christopher Breen  
**9780321564030, \$9.99**

Here is your essential companion to Apple's iPhone. This book steers you through: setting up and quickly starting to use your iPhone; downloading applications from the App Store; making and receiving calls; sending text messages; syncing your Windows PC or Mac and your iPhone; emailing family and friends; listening to podcasts; watching movies, TV shows, and YouTube; browsing the Web; determining where you are with the iPhone's location services; fixing common problems; and more.



### The iPod and iTunes Pocket Guide, Fourth Edition

Christopher Breen  
**9780321569349, \$9.99**

Here is your essential companion to iTunes and the iPod nano, touch, classic, and shuffle. This book steers you through: importing songs into iTunes; assembling playlists manually or with the iTunes Genius, searching the iTunes Store and viewing recommendations, sending gift certificates, syncing songs with your computers, storing files and contacts, viewing events, awing your friends with fascinating iPod tips and tricks, and more.



### The BlackBerry Pearl Pocket Guide

Bart G. Farkas  
**9780321496997, \$14.99**

Trusted gadget teacher and best-selling author Bart G. Farkas reveals the secrets to using this amazing new phone/organizer: Take cool pictures and share them with your colleagues; view Web pages; import songs; manage your appointments; communicate with email; text and instant messaging; retrieve maps and detailed driving directions; and even import video. This handy pocket-sized guide also walks readers through the fun lifestyle functions, from playing a new Sudoku game every day to charting your diet and exercise patterns.

## GETTING STARTED

**The Nintendo Wii Pocket Guide**

Bart G. Farkas  
9780321545268, \$9.99

*The Nintendo Wii Pocket Guide* steers you through how to: Set up your Wii and connect it to your network; make your way around the Wii Channels; pick and use Wii controllers, including the Wii Remote, Nunchuk, and Classic and GameCube controllers; create and edit your own Mii—using Wii software or third-party tools—and take charge of other Miis; go beyond games and use the Wii to browse the Internet, send and receive email, set parental controls, and create memos and calendars; shop the Wii Shop Channel and buy and spend Wii Points to purchase Virtual Console games; and more.

**The Xbox 360 Pocket Guide**

Bart G. Farkas  
9780321544957, \$9.99

Here is your essential companion to Microsoft's Xbox 360 video game console. *The Xbox 360 Pocket Guide* steers you through: setting up the Xbox 360 and components, discovering the most popular games, playing with friends on Xbox Live, chatting with other players, purchasing Microsoft Points, navigating the Xbox Live Marketplace, picking the best Xbox controllers and other accessories, turning your Xbox 360 into a home media center, and using older Xbox games on the 360.

**The Garmin Nuvi Pocket Guide**

Jason D. O'Grady  
9780321591944, \$9.99

Here is your essential companion to the nuvi. This Pocket Guide steers you through: personalizing your nuvi; finding destinations and points of interest (POIs); mastering multiple-point routing; creating proximity alerts for speed traps, safety cameras, and school zones; receiving traffic, weather, and news; learning hands-free and POI dialing via Bluetooth; tuning in with the built-in FM transmitter; using the nuvi's travel features; listening to music and audiobooks; viewing photos; playing games; and more.

**The Apple TV Pocket Guide, Second Edition**

Jeff Carlson  
9780321563156, \$9.99

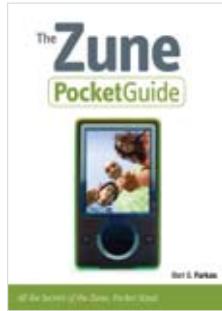
Here is your essential companion to the Apple TV set-top box. This handy guide steers you through: connecting your Apple TV to your television and home network; renting and buying movies, including HD movies; streaming content from a friend's computer to your TV; viewing high-definition content on your HDTV; creating high-quality movies from DVDs you own; converting your home movies for the big screen; watching YouTube videos; viewing photos from iPhoto, Flickr, and .Mac Web Galleries; and more.

**The Google Phone Pocket Guide**

Jason O'Grady  
9780321620590, \$9.99

Mobile device expert Jason O'Grady reveals the secrets to using the latest phones incorporating the Google Phone platform, including the T-Mobile G1 with features such as: QWERTY keyboard, one-touch Google search, Web browsing, Google Apps, 3G Network and Wi-Fi access, IM/text/email, camera, YouTube videos, music player, Android Market, and more. With this essential companion you'll be a Google Phone master in no time!

## GETTING STARTED

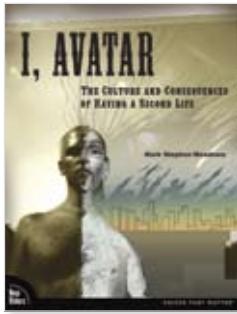


### The Zune Pocket Guide

Bart G. Farkas  
9780321489807, \$9.99

Here is your essential companion to the Zune player and software. You will learn how to manage songs, photos, and video; make playlists; and burn CDs. Other fun features covered include finding musical recommendations in the Zune Marketplace and using the Zune-to-Zune wireless connection to share your songs and pictures.

## BEYOND THE BASICS



### I, Avatar: The Culture and Consequences of Having a Second Life

Mark Stephen Meadows  
9780321533395, \$34.99

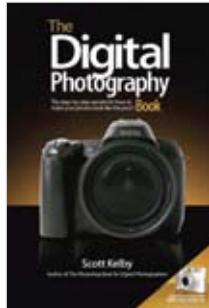
Avatars are now a common part of the online experience, and the number of people creating avatars doubles every nine months. Avatars fight with virtual swords, build virtual buildings, have virtual relationships. Digital-pioneer Mark Stephen Meadows examines this phenomenon and how avatars affect the still-evolving social structure of virtual worlds, discussing their emerging presence in the consumer market; why avatars are so important; what shapes their identities; how they are used; and the future of avatars.

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## GETTING STARTED

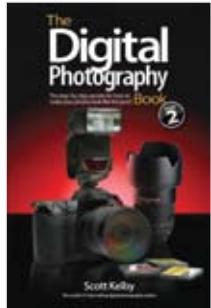


### The Digital Photography Book

Scott Kelby

9780321474049, \$19.99

Scott Kelby, the man who forever changed the “digital darkroom” with his groundbreaking, #1 best-selling, award-winning book, *The Photoshop Book for Digital Photographers*, now tackles the most important side of digital photography—how to take professional-quality shots using the same tricks today’s top digital pros use (and it’s easier than you’d think). Start shooting dramatically better-looking, sharper, more colorful, more professional-looking photos—every time!

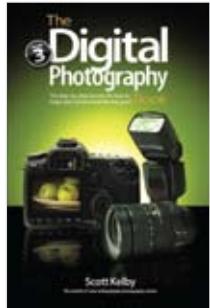


### The Digital Photography Book, Volume 2

Scott Kelby

9780321524768, \$24.99

Scott Kelby, author of the groundbreaking bestseller *The Digital Photography Book*, is back with an entirely new book that picks up right where Volume 1 left off. It’s more of that “Ah ha—so that’s how they do it,” straight-to-the-point, skip the techno jargon stuff you can really use today, that made Volume 1 the world’s best-selling book on digital photography. This book has increased coverage of lighting and lighting equipment, taking your photos to a new level of quality.

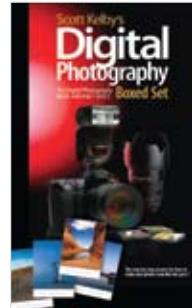


### The Digital Photography Book, Volume 3

Scott Kelby

9780321617651, \$24.99

*The Digital Photography Book, Volume 3*, follows in the footsteps of the wildly successful first and second volumes of this series, offering photographers nearly 200 more closely guarded photographic “tricks of the trade” to get them shooting dramatically sharper, brighter, and more professional-looking photos with every press of the shutter button. Digital photographers will learn another pro setting, another pro tool, and another pro trick on every page, transforming their work from snapshots into gallery prints.



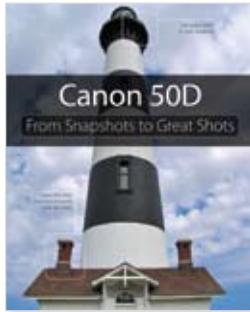
### Scott Kelby’s Digital Photography Boxed Set, Volumes 1 and 2 (Includes The Digital Photography Book Volume 1, The Digital Photography Book Volume 2)

Scott Kelby

9780321604033, \$44.99

With over 400 closely guarded photographic “tricks of the trade,” this boxed set—consisting of *The Digital Photography Book*, Volumes 1 and 2—is the ultimate resource for anyone who wants to shoot sharper, more colorful, more professional-looking photos every time. These aren’t theoretical texts filled with jargon and technical details. Each page covers a single technique.

## GETTING STARTED

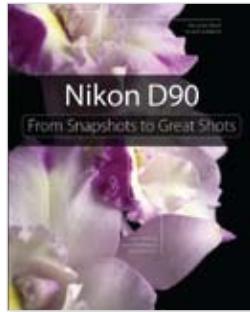


### Canon 50D: From Snapshots to Great Shots

Jeff Revell

9780321613110, \$24.99

*Canon 50D: From Snapshots to Great Shots* has one goal: to teach 50D owners how to make great shots using their Canon camera. Starting with the top ten things you need to know about your camera, photographer Jeff Revell expertly guides you through the Basic to the Advanced modes, offering practical advice on which settings to use when. With these great shooting tips and end-of-chapter assignments, 50D owners will be taking professional-quality shots in no time.

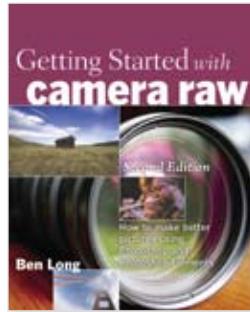


### Nikon D90: From Snapshots to Great Shots

Jeff Revell

9780321617668, \$24.99

Nikon's new 90D bridges the gap between the novice and the seasoned pro with a perfect combination of high speed and quality. For anyone who has upgraded from a point-and-shoot or first DSLR to a Nikon D90 and wants to get the best shots possible but isn't sure where to start, this book shows you exactly how to make great, professional-quality shots with your D90 camera.

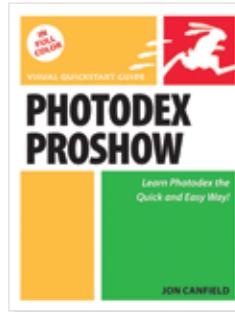


### Getting Started with Camera Raw: How to Make Better Pictures Using Photoshop and Photoshop Elements, Second Edition

Ben Long

9780321592132, \$39.99

Now that the Raw format is turning up on even point-and-shoot cameras, you no longer need to be a pro to take advantage of it. Here to get you started is a comprehensive yet easy-to-understand guide from a photography master. After a thorough overview of shooting and image editing practices, you'll learn about Raw converter software and using Photoshop to edit Raw files.



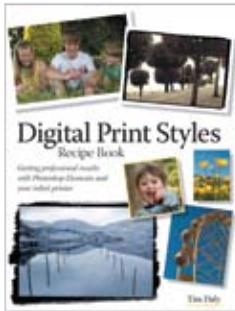
### Photodex ProShow: Visual QuickStart Guide

Jon Canfield

9780321606181, \$34.99

*Photodex ProShow: Visual Quickstart Guide*, in full color, leads readers through the process of building stunning slide shows that can be viewed on computers, televisions—and over the Internet. For readers who want to create a show around their last vacation or professionals needing to create shows for weddings and other events, this task-based tutorial has it all. All three versions of ProShow are covered in-detail: ProShow Standard, Gold, and Producer.

## BEYOND THE BASICS



**Digital Print Styles Recipe Book: Getting professional results with Photoshop Elements and your inkjet printer**

Tim Daly

9780321569363, \$39.99

You'll learn a variety of inspiring printing styles in this concise and accessible guide, as Tim Daly presents a collection of easy-to-follow, step-by-step spreads that outline techniques such as color, mono, chemical, print edge, vintage, expressive, and more. Providing a one-stop shop for digital photographers—from creating effects in Photoshop to preparing files for output—these simple, recipe-style tips will help photographers of all levels develop their own unique printing styles.

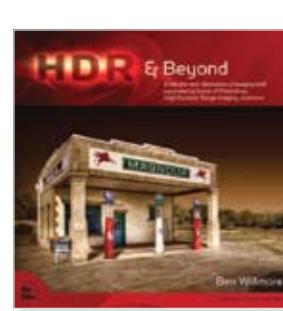


**Apple Pro Training Series: Aperture 2**

Ben Long, Richard Harrington and Orlando Luna

9780321539939, \$54.99

Fully updated for Aperture 2, this comprehensive book-DVD training combo starts with the basics of image management and takes you step-by-step all the way through Aperture's powerful photo-editing, image-retouching, proofing, publishing, and archiving features. The authors cover all of Aperture 2's new features, including a new RAW-image processing engine, a streamlined interface, powerful new adjustment tools, and more. This book delivers comprehensive training—the equivalent of a two-day course—in one project-based guide.

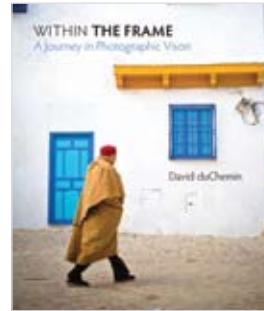


**HDR and Beyond in Adobe Photoshop CS4: Enter the next dimension of imaging with a pioneering fusion of Photoshop, High Dynamic Range, and more**

Ben Willmore

9780321617026, \$54.99

High dynamic range (HDR) imaging—an extremely popular and ever-growing niche of photography—uses multiple exposures of the same scene to create a single image with a huge range of values between the light and dark areas of a photograph. Ben Willmore teaches the best practices for the entire process—from image capture through tone mapping and output. With this book, you'll learn how to create stunning HDR images.



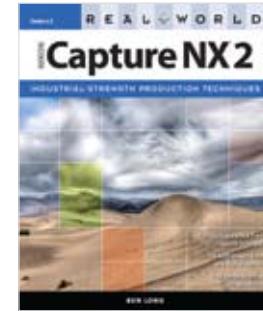
**Within the Frame: A Journey in Photographic Vision**

David DuChemin

9780321605023, \$39.99

This travel photography book is not about "going places with your camera," or "bringing this lens and pointing it in that direction," but rather about capturing the spirit of a place, its culture and people, whether you're off exploring the world or your own city. With this book in hand, you'll see people and places with a fresh eye and learn to convert that vision into compelling, meaningful, and unique images.

## IN-DEPTH REFERENCE



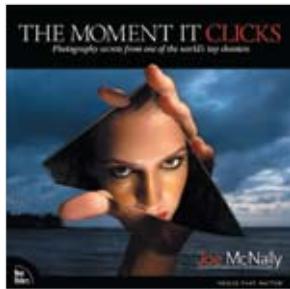
**Real World Nikon Capture NX 2**

Ben Long

9780321553591, \$39.99

Capture NX 2 is a powerful image-editing application that lets photographers work with digital photographs more efficiently than other software programs do. Its underlying technology gives photographers the ability to make selective corrections to an image with just one click. *Real World Capture NX 2*, written by digital photography expert Ben Long, takes photographers behind the scenes to see how this innovative program works. Along the way, Ben offers tips and techniques for getting the most out of the software and your digital camera.

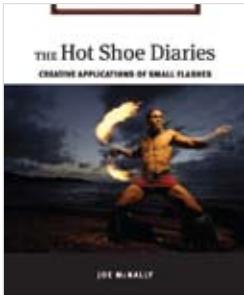
## TECHNIQUE & INSPIRATION



### The Moment It Clicks: Photography Secrets from One of the World's Top Shooters

Joe McNally  
**9780321544087, \$54.99**

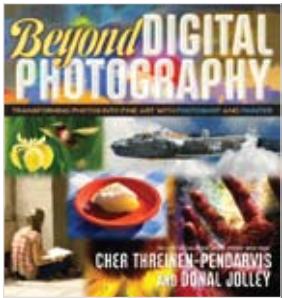
Joe McNally, whose acclaimed work has graced the pages of *Sports Illustrated*, *Time*, *National Geographic*, and more, breaks new ground by doing something no photography book has ever done—blending the rich, stunning images and elegant layout of a coffee-table book with invaluable training, no-nonsense insights, and photography secrets.



### The Hot Shoe Diaries: Creative Applications of Small Flashes

Joe McNally  
**9780321580146, \$39.99**

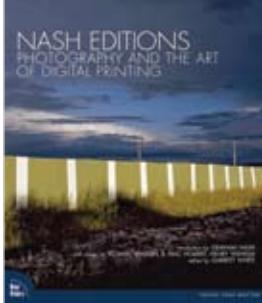
In this book, Joe McNally delivers the definitive guide to flash. He starts with the basics of how to get started and then moves on to techniques for using simple approaches (one light, two light), discussing what's in the camera bag in terms of lighting, gadgets, field survival, light shaping tools, and more. Along the way he imparts his photography wisdom and eases readers past their fears, showing them examples of disasters—and how to recover.



### Beyond Digital Photography: Transforming Photos into Fine Art with Photoshop and Painter

Cher Threinen-Pendarvis and  
Donal Jolley  
**9780321410214, \$44.99**

Many professional photographers and hobbyists alike want to create expressive works of art with their photography. This book uses time-honored design principles and basic drawing skills, and applies them to digital photographs. Using numerous examples in an easy-to-follow, step-by-step format, authors Cher Threinen-Pendarvis and Donal Jolley teach readers how they can use digital tools like Photoshop and Painter to add a personal quality to their photos.



### Nash Editions: Photography and the Art of Digital Printing

Nash Editions  
**9780321316301, \$50.00**

Most of us know him as one member of Crosby, Stills, Nash and Young, but Graham Nash is also a noted photographer and digital imaging pioneer. Nash Editions—the premier fine-art digital printmaking studio, which Graham co-founded—represents the pinnacle of those efforts. Through thought-provoking essays and glorious artwork, this book sums up not only Nash Editions' achievements but also the state of digital printmaking today.



### Welcome to Oz: A Cinematic Approach to Digital Still Photography with Photoshop CS4, Second Edition

Vincent Versace  
**9780321585462, \$49.99**

In this completely revised bestseller, renowned photographer and Photoshop Hall of Famer Vincent Versace details his cinematic approach to evoke the passage of time in still photographic images, and provides a wealth of practical and artistic guidance for anyone with a serious interest in digital photography. For this new edition, the author has added two completely new chapters and substantially expanded the already amazing chapter on black-and-white imagery.

## Safari<sup>®</sup> Books Online

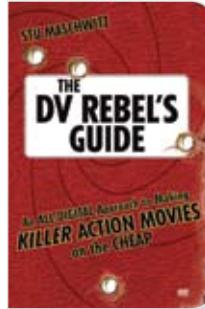
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### GETTING STARTED



**The DV Rebel's Guide:  
An All-Digital Approach  
to Making Killer Action  
Movies on the Cheap**

Stu Maschwitz

9780321413642, \$49.99

This book offers a do-it-yourself, all-digital approach to making killer action movies on the cheap. Written by Stu Maschwitz, co-founder of The Orphanage (the legendary guerrilla visual effects studio responsible for amazing and award-winning effects in such movies as *Sin City* and *The Day After Tomorrow*), this book is a must-have for all those budding filmmakers and students who want to produce action movies with visual effects but don't have Hollywood budgets.



**QuickTime Pro  
Quick-Reference Guide**

Brian Gary, Steve Martin, and Jem Schofield

9780321442482

, \$29.99

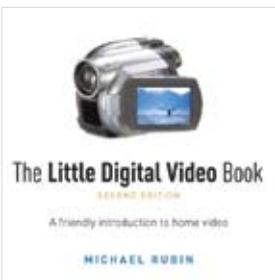
This handy 120-page book offers a great overview of QuickTime Pro, including a fundamental explanation of video encoding and an invaluable look-up guide of video codecs and the QuickTime Pro interface. Includes step-by-step tutorials for the five things people do most with QuickTime Pro: capturing, editing, using different video tracks, exporting, and scripting QuickTime Pro actions with Automator.

**Apple Pro Training  
Series: QuickTime Pro  
Quick-Reference Guide**

Brian Gary, Steve Martin and  
Jem Schofield

9780321442482, \$29.99

## GETTING STARTED

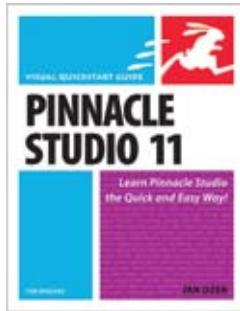


### The Little Digital Video Book, Second Edition

Michael Rubin

9780321572622, \$24.99

This revised edition of the best-selling book on digital video is now in full color and completely updated for the modern beginning videographer. Users get a thorough grounding in the basics of digital video, but without all the jargon. Michael Rubin explains in under 200 pages all that users need to know to get great shots, add sound, organize footage, and use basic editing techniques. They will learn how to start and actually finish that video project they had in mind—in less than a day.



### Pinnacle Studio 11 for Windows: Visual QuickStart Guide

Jan Ozer

9780321526328, \$29.99

Pinnacle Studio 11 is the latest version of the industry-leading home video editing tool aimed at the Windows consumer market. Veteran journalist and teacher Jan Ozer tackles Pinnacle Studio version 11 in classic and popular QuickStart style—with step-by-step instructions, plenty of illustrations, and straightforward language. Jan provides the skinny on all the features, such as HD capture, editing and disc burning, and more.



### Web Video: Making It Great, Getting It Noticed

Jennie Bourne with

Dave Burstein

9780321552969, \$39.99

Whether you're an expert in video production or are just getting started, you need to know how to produce the best video possible for the Web and then make sure it gets seen by a wide audience. Here to guide you on everything from planning, shooting, and editing, to choosing a distributor, marketing your video, and making a profit, author and producer Jennie Bourne takes you through the steps to getting your video from concept to prominence on the Web.

## IN-DEPTH REFERENCE



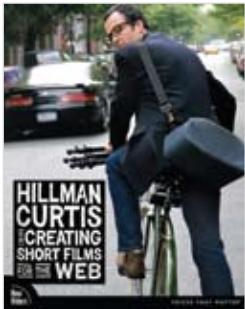
### Real World Video Compression

Andy Beach

9780321514691, \$44.99

*Real World Video Compression* is one of the first books on this topic to demystify the various approaches to compression. Author Andy Beach begins by describing the basic concepts of video compression, explains why you might choose a particular compression tool over another, and covers important workflow practices. After laying the groundwork, Andy presents best practices through tips and recipes, guiding readers in compressing their video according to the specific requirements of their projects.

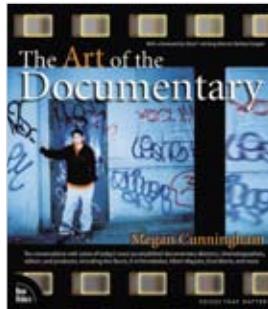
## TECHNIQUE & INSPIRATION



### Hillman Curtis on Creating Short Films for the Web

Hillman Curtis  
**9780321278913, \$34.99**

Equal parts inspiration, instruction, and personal essay, this book offers an intimate look into legendary-Web-guru-turned-movie-maker Hillman Curtis' personal filmmaking process: from the ideas and themes that drive the piece, through the setup, shoot, and assembly of a rough cut, to the final edit. He draws on his own experiences as a fledgling filmmaker and provides a real-world look at what it takes to create digital films for the Web using today's top tools, including Flash and Final Cut Pro.



### The Art of the Documentary: Ten Conversations with Leading Directors, Cinematographers, Editors, and Producers

Megan Cunningham  
**9780321316233, \$44.99**

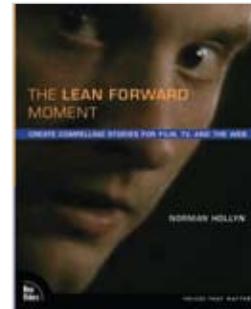
In this beautiful, four-color book, leading documentary filmmakers (including Maysles brothers, D.A. Penabaker & Chris Hegedus, Errol Morris, and Ken Burns) unlock some of the mystery and share their secrets and wisdom on the creative, collaborative, and technical aspects of this cool craft. The people behind today's most thought-provoking nonfiction films discuss everything from project conception to developing, shooting, editing, and releasing documentary films.



### Behind the Seen: How Walter Murch Edited Cold Mountain Using Apple's Final Cut Pro and What This Means for Cinema

Charles Koppelman  
**9780735714267, \$39.99**

This book tells the story of the decision to use Final Cut Pro in making *Cold Mountain*, how it was set up and configured, the relationship between the technology and art of moviemaking, how the software affected the work flow, and its implications for the future of filmmaking. This is Murch's own story of what seemed to many a crazy endeavor—told through photos, journal entries, email musings, and anecdotes.

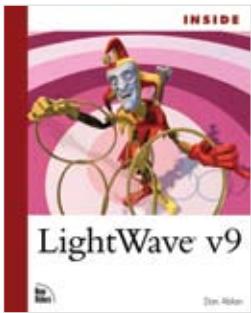


### The Lean Forward Moment: Create Compelling Stories for Film, TV, and the Web

Norman Hollyn  
**9780321585455, \$44.99**

Film editing master and instructor Norman Hollyn shows how to create "lean forward moments" and powerful, compelling stories in films, commercials, Web-based film, television, or corporate videos. Using detailed examples from top Hollywood films such as *The Godfather* and *The Matrix* and techniques shared by Hollywood legends, including Francis Ford Coppola, Orson Welles, and Jean-Luc Godard, Hollyn guides you through all the steps you need to become a better and more entrancing filmmaker.

## BEYOND THE BASICS

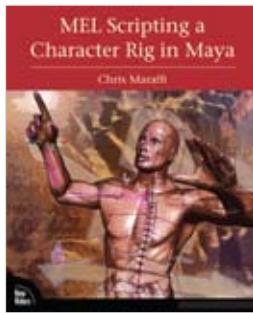


### Inside LightWave v9

Dan Ablan

9780321426840, \$59.99

Rather than rehash the documentation like other books, this down-to-earth, easy-to-follow guide offers an invaluable set of project tutorials that teach you the ins and outs of LightWave and show you the techniques you need to master this powerful 3D software. *Inside LightWave v9*'s accompanying DVD features hours of high-quality video training tutorials that will help you take the projects in the book to new heights. No other book has taught more LightWave 3D users than *Inside LightWave*.



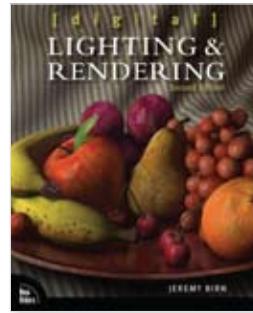
### MEL Scripting a Character Rig in Maya

Chris Maraffi

9780321383532, \$50.00

This in-depth guide shows how the pros are using Maya Embedded Language (MEL) scripting to streamline and automate the rigging process. You'll learn: techniques for building a complex character rig in the software interface; fundamental concepts of creating animation controls in Maya; coding techniques, such as the use of conditional statements, loops, variables, and procedures; creating a character animation Graphical User Interface (GUI) that makes animating the character easy and fast; and skills for building rigs, using numerous hands-on exercises.

## IN-DEPTH REFERENCE



### Digital Lighting and Rendering, Second Edition

Jeremy Birn

9780321316318, \$55.00

In this book, lighting and animation pro Jeremy Birn draws on his wealth of industry and teaching experience to provide an updated and expanded edition of what has become the standard guide to digital lighting and rendering. By explaining not just how to use various lighting techniques, but why, this guide provides the grounding graphics pros need to master Hollywood lighting techniques. Additional chapters cover color, exposure, composition, materials and textures, and compositing.

## Peachpit's Academic and User Group Resource Centers

### Academic Resource Center

If you're an instructor, we'd like to invite you to take a few minutes to visit our Academic Resource Center where you can peruse our Instructor Resources area, find out how to request instructor copies, and sign up to receive our Academic e-newsletter.

[www.peachpit.com/academic](http://www.peachpit.com/academic)

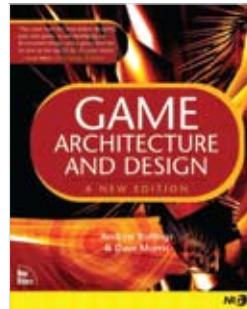
### User Group Resource Center

User group leaders can visit Peachpit's User Group Resource Center to learn more about the benefits of joining our User Group Partner Program, register their group, read book reviews, view our community page, and read what other groups are up to.

[www.peachpit.com/user\\_groups](http://www.peachpit.com/user_groups)

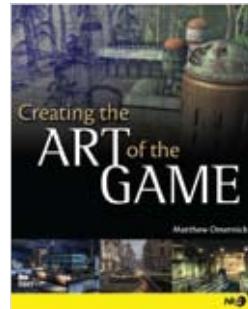
Would you like to read one of these books as an eBook? Visit [www.peachpit.com/ebooks](http://www.peachpit.com/ebooks) to purchase your digital copy.

## GETTING STARTED

**Game Architecture and Design: A New Edition**

Andrew Rollings and Dave Morris  
**9780735713635, \$54.99**

This is a detailed guide to game design and planning from first concept to the start of development, including case studies of well-known games. With more than just reusable code, it's a comprehensive study that deals specifically with the issues of game design, team building and management, and game architecture. Through the use of real-world experiences and case studies, you'll learn what's worked and why, as well as what to avoid and how to fix any errors.

**Creating the Art of the Game**

Matthew Omernick  
**9780735714090, \$44.99**

This book teaches you everything you need to know about the planning, modeling, texturing, lighting, effects creation, and interface design that go into creating today's most advanced video games. Through a unique combination of explanation, tutorials, and real-world documentation—including discussions of the creative process entailed in some of today's most popular games, augmented by screen captures and descriptions—veteran 3D artist and instructor Matthew Omernick explains the workflow, tools, and techniques required to be a successful game artist.

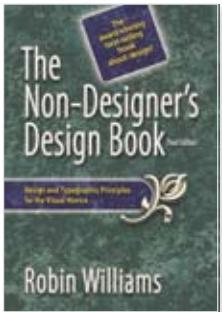
## TECHNIQUE &amp; INSPIRATION

**Level Design for Games: Creating Compelling Game Experiences**

Phil Co  
**9780321375971, \$39.99**

This easy, accessible guide shows you how to create detailed game levels. Step-by-step instructions, loads of graphics, and sample games with stories and features let you learn as you build. Whether you're a student pursuing a career in game development, a game developer seeking a comprehensive reference, or simply an avid player eager to start creating your own levels using the editors that come with many of today's games, you'll find everything you need.

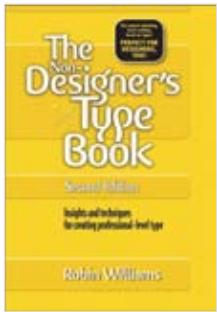
## GETTING STARTED



### The Non-Designer's Design Book, Third Edition

Robin Williams  
**9780321534040, \$32.99**

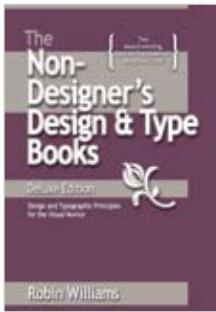
Here's the one place you can turn to find quick, non-intimidating, excellent design help from trusted instructor Robin Williams. Now in full color, this book includes a new section on the topic of color itself. Robin turns her attention to the basic principles that govern good design, and readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap.



### The Non-Designer's Type Book, Second Edition

Robin Williams  
**9780321303363, \$24.99**

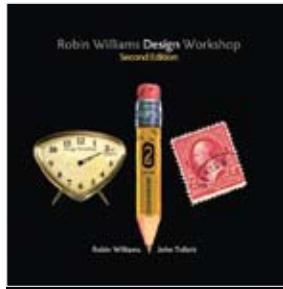
Robin Williams defines the principles that govern type, as well as the logic behind them, so that you learn not just what looks best but why, on your way to creating effective print and Web pages. Each short chapter explores a different type secret or technique, including understanding legibility and readability, tailoring typeface to a particular project, mastering pull quotes and captions, and more. The nonplatform- and nonsoftware-specific approach and Robin's lively, engaging style make this a must-have for any designer's bookshelf!



### The Non-Designer's Design and Type Book, Deluxe Edition

Robin Williams  
**9780321534057, \$45.00**

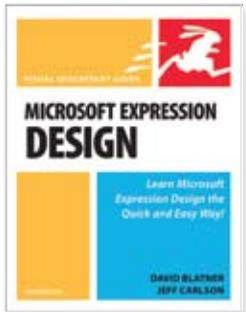
Robin Williams' best design and type techniques packaged into one affordable volume! The popular Non-Designer's series defines the principles that govern type and design, as well as the logic behind them, so that readers learn not just what looks best but why, on their way to creating sophisticated, effective print and Web pages. The design portion of the book is now in full-color and includes a section on using color.



### Robin Williams Design Workshop, Second Edition

Robin Williams and John Tollett  
**9780321441768, \$49.99**

Learn design theory and practical know-how from the award-winning author/design team, Robin Williams and John Tollett! Robin Williams introduced design and typographic principles to legions of readers with her best-selling Non-Designer's book series. Now she and designer/co-author John Tollett take you to the next level of creative design with practical advice and lessons in composition, visual impact, and design challenges.

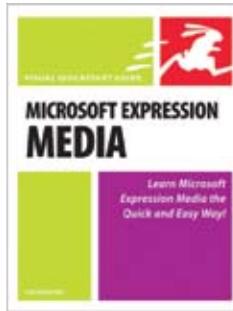


### Microsoft Expression Design for Windows: Visual QuickStart Guide

David Blatner and Jeff Carlson  
**9780321356550, \$24.99**

In this Visual QuickStart Guide, filled with friendly prose, task-based instruction, step-by-step explanations, and visual aides, readers will have everything they need to learn about the key features of Expression Design right at their fingertips. Users will learn how to: create compelling graphic designs and illustrations, apply high-quality effects and filters, bring existing vector-based artwork from other popular graphic tools into Expression Design, export into a wide variety of formats, and use the created elements with Expression Blend.

## GETTING STARTED

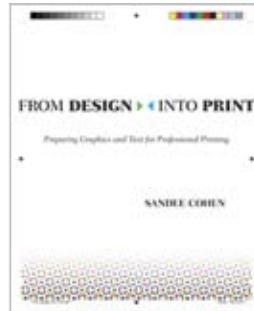


### Microsoft Expression Media for Windows: Visual QuickStart Guide

Bryan Malcolm

9780321502643, \$24.99

This book covers workflow efficiency and automation, batch processing media, scripting, customizing workspaces, creating and then viewing media in catalogs, reviewing and comparing media, metadata and tagging, and much more. It also shows how to impress audiences with slideshows, videos, and Web galleries. All of this is taught by leading authority Bryan Malcolm, who has been working as an evangelist on the product for years.



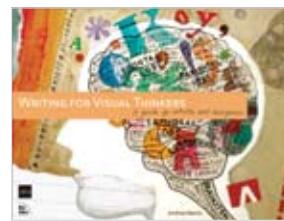
### From Design into Print: Preparing Graphics and Text for Professional Printing

Sandee Cohen

9780321492203, \$34.99

Author Sandee Cohen unravels what designers need to know about the often mysterious rules of producing graphics and layouts for print. Working backwards from what a professional printer needs to put readers' work on the printed page, Cohen explains the fundamentals of image capture, file preparation, and press operations. Along the way she describes how to manage different file formats, printer output, and printing inks.

**PDF DOWNLOAD**

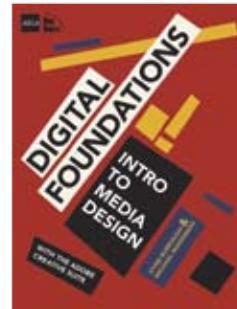


### Writing for Visual Thinkers: A Guide for Artists and Designers

Andrea Marks

9780321502896, \$19.99

Writing can be a challenge for many of us, but especially for artists and designers, who tend to be more visual than verbal. This beautifully designed ebook helps people who think in pictures gain skills and confidence in their skills and start writing today. A true feast for the eyes—featuring everything from images of Leonardo da Vinci's sketchbooks to video of Jack Kerouac's *On the Road* scroll—this book includes links to articles, books, Web sites, blogs, wikis, video, and audio podcasts.



### Digital Foundations: Intro to Media Design with the Adobe Creative Suite

Christine burrough and Michael Mandiberg

9780321555984, \$49.99

All students of digital design and production need to understand the basic principles of design in order to implement them using current software. *Digital Foundations* reinvigorates software training by integrating formal exercises of the Bauhaus "basic course" into tutorials, fusing design fundamentals and core Adobe Creative Suite methodologies. The result is a cohesive learning experience.

## BEYOND THE BASICS



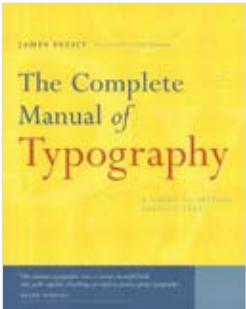
### Analog In, Digital Out: Brendan Dawes on Interaction Design

Brendan Dawes

9780321429162, \$39.99

Cutting-edge digital and interaction designer Brendan Dawes shows how the real world serves as inspiration for his groundbreaking work, and encourages designers to look beyond their normal environment and find inspiration in unlikely places: anonymous handwritten signs, plumbing, toys, nature, popular culture, Jazz music, and more. Famous for his influential pep talks around the world, Brendan shares his witty and profound insights in a book that is set to become a classic source of inspiration for designers of every type.

## IN-DEPTH REFERENCE

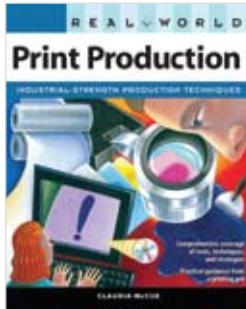


### The Complete Manual of Typography

Jim Felici

9780321127303, \$50.00

This book is about how type should look and how to make it look that way; in other words, how to set type like a professional. It releases the craft knowledge that used to reside almost exclusively in the heads of people working in type shops. The shops are gone, the technologies have changed, but the goal remains the same. This book explains in very practical terms how to use today's computerized tools to achieve that secret of good design: well-set type.



### Real World Print Production

Claudia McCue

9780321410184, \$49.99

It doesn't matter how great your design is if you can't translate it accurately to print. Here to ensure that you do—and save time and money in the process—is an industrial-strength reference from a prepress pro. From preflight to output, presswork, and finishing, this guide shows you how to avoid the production pitfalls that can undermine great design work.



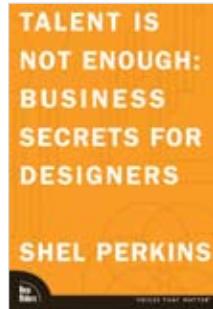
### The Official Adobe Print Publishing Guide, Second Edition: The Essential Resource for Design, Production, and Prepress

Brian P. Lawler

9780321304667, \$50.00

The key to successful print production is an understanding of the entire workflow, from scanning and file creation through prepress and print production. Fully updated by author and publishing consultant Brian Lawler, this guide brings together the collective knowledge and wisdom of the experts at Adobe Systems in a simple, elegant presentation of the fundamental concepts and issues related to producing high-quality printed output.

## TECHNIQUE & INSPIRATION

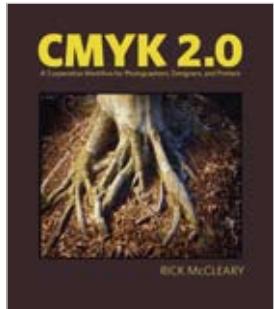


### Talent Is Not Enough: Business Secrets For Designers

Shel Perkins

9780321278791, \$34.99

Your eye is impeccable. Your designs are flawless. But if you're like many design professionals, your business skills may be, well, somewhat lagging. Not to worry. Here to cover what many design schools fail to is a smart, sensible, visually oriented guide to the key business issues every designer needs to master: setting rates, managing client expectations, dealing with legal issues, and more.



### CMYK 2.0: A Cooperative Workflow for Photographers, Designers, and Printers

Rick McCleary

9780321573469, \$49.99

Aimed at professional photographers, designers, and printers who desperately need to collaborate to reproduce CMYK properly, this book proposes a whole new workflow by offering a clear path through the chaotic, sometimes inscrutable, world of CMYK reproduction. McCleary redefines the traditional roles of each of the participants, demystifies the often-obtuse information about the process, and outlines new standards of practice that will lead to a more integrated and organic workflow.

## TECHNIQUE & INSPIRATION



### Do Good Design: How Designers Can Change the World

David Berman

9780321573209, \$24.99

Design matters. Like never before. Designers create so much of what we see, what we use, and what we experience. In this time of environmental, social, and economic crises, designers can choose what their young profession will be about: inventing deceptions that encourage more consumption—or helping repair the world. This is a call to action: It alerts designers to the role they play in persuading global audiences to fulfill invented needs, and Outlines a more sustainable Approach to the practice and the consumption of design.

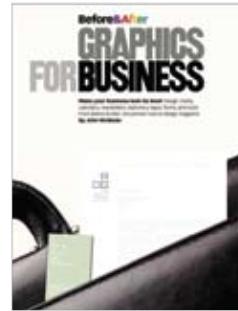


### Before and After Page Design

John McWade

9780201795370, \$34.99

John McWade brings you a beautifully clear, cohesive, and elegant primer on page design. You'll learn by example how to design single-page and multi-page publications, brochures, and advertisements, applying the principles design professionals live by. You'll also learn how to choose the right font for your project, why one typeface works better than another, and lots more. Best of all, you'll discover how to think visually—transforming the images in your head into documents that communicate effectively on the page.

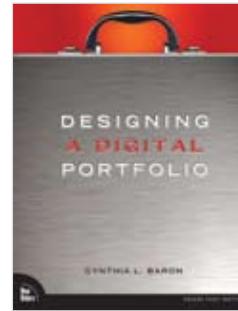


### Before and After Graphics for Business

John McWade

9780321334152, \$34.99

Straight from the pages of *Before and After* magazine comes this handsome primer on creating effective business graphics. Whether you want to create charts of forms, design newsletters, or come up with an identity, this elegantly designed volume shows you how to do so effectively, efficiently, and artfully using the tools available today.



### Designing a Digital Portfolio

Cynthia Baron

9780735713949, \$40.00

A paper portfolio is no longer good enough. As a creative professional, you're expected to be able to show your work on demand. Using a combination of step-by-step instructions and inspiring examples, veteran author Cynthia Baron takes you through the entire process of designing a digital portfolio: developing a concept and choosing a medium; scanning work created with traditional materials; optimizing digitized art; repurposing digital material; creating a portfolio Web site, CD, or DVD; producing a portable portfolio; and more.



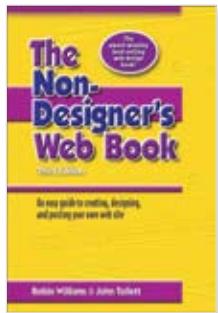
### Painter X Wow! Book

Cher Threinen-Pendarvis

9780321503251, \$59.99

*The Painter X Wow! Book* continues to delight Painter fans with its many exciting, inspiring examples and techniques for creating fine art, photography, graphic design, multimedia, and film. In this new edition, best-selling author and renowned artist Cher Threinen-Pendarvis takes her readers step-by-step through this revolutionary program, revealing the best practices of numerous digital artists. With her clear, instructive approach, Cher quickly gets beginners up to speed and provides more advanced users with additional insight on the latest creative and productive techniques.

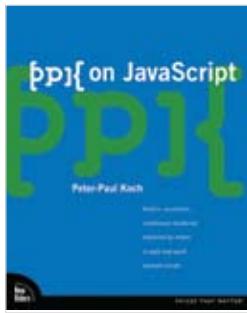
## GETTING STARTED



### The Non-Designer's Web Book, Third Edition

Robin Williams and John Tollett  
9780321303370, \$39.99

If you want to design not just decent Web pages but interesting, articulate, effective ones that get your point across clearly and painlessly, this thoroughly updated classic is the place to turn! In these pages, best-selling authors Robin Williams and John Tollett share the creative ideas, useful techniques, and basic design principles that are essential to great Web design.

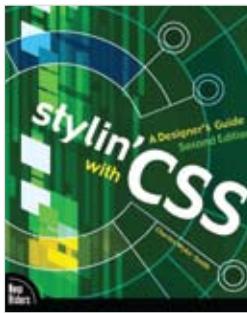


### ppk on JavaScript

Peter-Paul Koch  
9780321423306, \$44.99

As the first JavaScript book to use real-world scripting examples (rather than examples that are only relevant within the context of the guide), this guide is the place to turn if you want to start delivering modern, accessible, unobtrusive JavaScript for your projects. Written by an internationally recognized JavaScript expert, each chapter covers a few related JavaScript concepts through a combination of theoretical instruction and hands-on application.

Would you like to read one of these books as an eBook?  
Visit [www.peachpit.com/ebooks](http://www.peachpit.com/ebooks) to purchase your digital copy.



### Stylin' with CSS: A Designer's Guide, Second Edition

Charles Wyke-Smith  
9780321525567, \$39.99

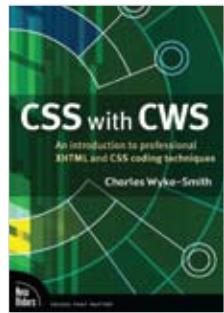
Thanks to CSS, you can bring a page layout sensibility to your Web designs—if, that is, you have this practical guide to show you how! Veteran Web designer Charles Wyke-Smith uses sites that he's developed to provide real-world illustrations of the concepts and techniques covered here, providing both a solid grounding and the need-to-know basics that will enable you to start creating your sites using CSS.



### Codin' for the Web: A Designer's Guide to Developing Dynamic Web Sites

Charles Wyke-Smith  
9780321429193, \$39.99

Just as architects need to understand building materials, you need to understand the code that serves as the foundation for your sites. Get this guide, and you will! Using easy-to-understand text and loads of diagrams, code snips, and screen shots, *Codin' for the Web* covers everything from coding principles to designing visual interfaces, developing databases and middleware, ensuring a good user experience, testing and debugging, and more.

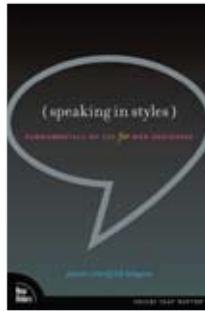


### CSS with CWS: An introduction to professional XHTML and CSS coding techniques

Charles Wyke-Smith  
Online Video:  
9780321602978, \$4.99;  
DVD: 9780321618498, \$14.99

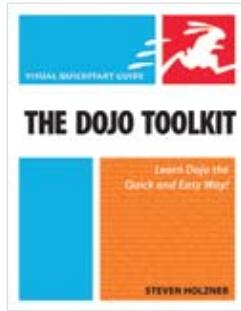
In this video, Charles Wyke-Smith demonstrates some of the most useful CSS techniques. After discussing the key strategies of correctly structuring HTML documents, Charles moves on to presentational styling—the colors, graphics, and column structure—with CSS. This video provides a solid introduction on how to use CSS effectively, and shows you the step-by-step process of styling a page.

## GETTING STARTED

**Speaking in Styles:  
Fundamentals of CSS for  
Web Designers**

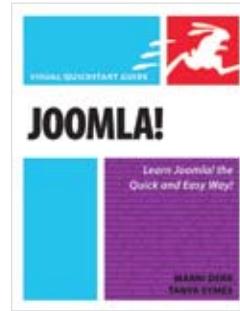
Jason Cranford Teague  
**9780321574169, \$44.99**

*Speaking in Styles* aims to help Web designers learn the “language” they will use to take their vision from the static comp to the live Internet. Jason breaks CSS down into common design tasks, showing readers that they already think in styles—they just need to learn to speak the CSS language. Helping Web designers find their voice, Jason walks them through the grammar of CSS, teaching them how to write their design specs in CSS and prepare their design for screen, printer, or handheld devices.

**Dojo Toolkit: Visual  
QuickStart Guide**

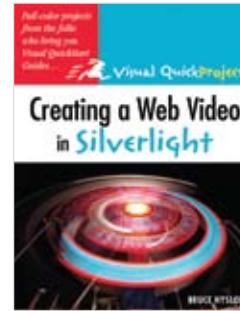
Steven Holzner  
**9780321605122, \$24.99**

The Dojo Toolkit is an open-source JavaScript toolkit for building Web applications so dynamic they jump off the page. Filled with special controls like calendars and menus, and effects like wipes and fade-ins, Dojo is rapidly gaining popularity and is emerging as the toolkit of choice for Ajax applications. *The Dojo Toolkit: Visual QuickStart Guide* covers the highlights of Dojo in detail and is the easiest way to get up and running quickly with Dojo.

**Joomla!: Visual  
QuickStart Guide**

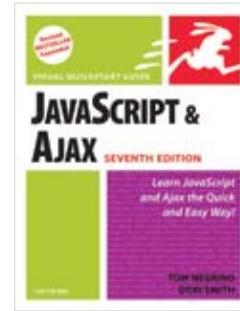
Marni Derr and Tanya Symes  
**9780321590589, \$29.99**

This task-based guide to creating, customizing, and maintaining a dynamic Joomla! 1.5 Web site starts with the fundamental concepts and advantages of a content management system and then walks the user through setting up a server environment; downloading and installing Joomla!; adding and structuring content; using components, modules, and plugins; and administrating from both the back and front ends. The book finishes with more advanced topics, including using CSS and SEO, and customizing templates and the Joomla! framework itself.

**Creating a Web Video  
in Silverlight: Visual  
QuickProject Guide**

Bruce Hyslop  
**9780321554222, \$19.99**

For Web designers and developers who want to add great-looking videos to their Web site fast, the full-color projects in this book teach all the techniques needed to enhance Web sites with Silverlight video. This book takes the approach that Web designers don't need to know every feature in Silverlight; *Creating a Web Video in Silverlight: Visual QuickProject Guide* shows designers just what they need to get their project done fast.

**JavaScript and Ajax  
for the Web, Seventh  
Edition: Visual  
QuickStart Guide**

Tom Negrino and Dori Smith  
**9780321564085, \$39.99**

Need to learn JavaScript fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with JavaScript in no time. In this completely updated edition, leading Web and computing experts Tom Negrino and Dori Smith use crystal-clear instructions and friendly prose to introduce you to all of today's JavaScript essentials. Along the way, you'll find coverage of Ajax and XML techniques, current browsers (Opera, Safari, Firefox), and more.

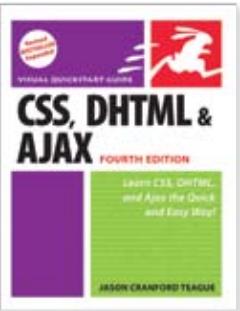
## GETTING STARTED



### HTML, XHTML, and CSS, Sixth Edition: Visual QuickStart Guide

Elizabeth Castro  
**9780321430847, \$34.99**

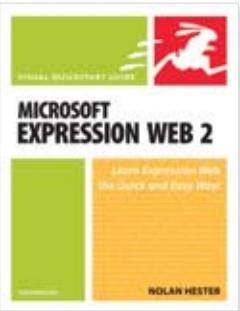
Need to learn HTML fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with HTML in no time. In this completely updated, full-color edition, Web expert and best-selling author Elizabeth Castro uses crystal-clear instructions and friendly prose to introduce you to all of today's HTML and XHTML essentials. You'll learn how to design, structure, and format your Web site—then test and debug your site, and publish it to the Web!



### CSS, DHTML, and Ajax, Fourth Edition: Visual QuickStart Guide

Jason Cranford Teague  
**9780321443250, \$29.99**

This popular and intuitive guide is back, updated for Explorer 7, Firefox 2, Safari 2, and Opera 9. Screenshots and code examples guide you through CSS, DHTML, and Ajax, showing you what to do and the concise steps and explanations to get you up and running in no time. Page for page, the best content and value around.



### Microsoft Expression Web 2 for Windows: Visual QuickStart Guide

Nolan Hester  
**9780321563798, \$24.99**

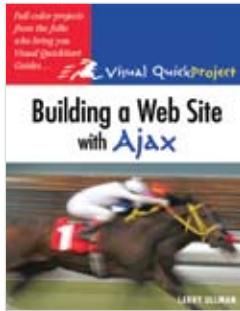
Microsoft Expression Web 2 offers a powerful array of visual tools for creating great-looking sites while fully supporting Web-based standards. In Expression Web 2, Microsoft has added support for PHP backed sites and made it easy to work with PHP. Other new features include: Silverlight support and new editing capabilities for Flash SWF and Windows Media files. In addition Expression Web 2 now provides ASP.NET AJAX server controls. This task-based tutorial will help you get the most out of Microsoft Expression Web 2.



### Online Communities Handbook: Building your business and brand on the Web

Anna Buss and  
Nancy Strauss  
**9780321605887, \$34.99**

A new golden age of the Internet has arrived, with companies of all kinds suddenly interested in investing in community Web sites. *The Online Communities Handbook* shows businesspeople (not techies) what they need to know to tap into the power of the online community movement. Readers will learn how online communities can support an existing product or brand, and even how to turn a community into a new revenue source.

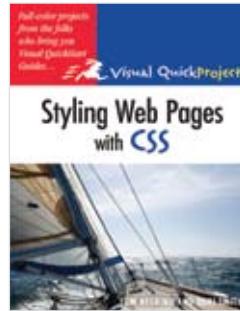


### Building a Web Site with Ajax: Visual QuickProject Guide

Larry Ullman  
**9780321524416, \$19.99**

Ajax is at the heart of the Web 2.0 revolution. It isn't a technology but rather is a technique that leverages other technologies and techniques, such as CSS, XML, DHTML, and XHTML. Many Web designers and programmers would like to incorporate Ajax in their projects because of the amazing functionality it can add to a Web site, but they can't because of the steep learning curve. This book steps in to make learning Ajax fun and easy—a great place to start!

## GETTING STARTED

**Styling Web Pages with CSS: Visual QuickProject Guide**

Tom Negrino and Dori Smith  
9780321555571, \$19.99

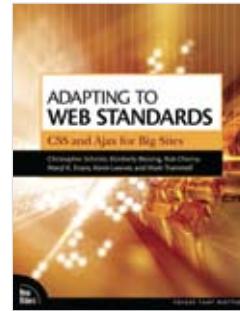
This book opens with thorough coverage of the basics—rules, selectors, classes, IDs, the cascade, internal and external style sheets, Divs, boxes, floats, padding, and margins. Next it discusses more advanced features—styling elements; working with images, menus, and navigation; and moving styles from internal to external style sheets. Rounding out this project-based guide are topics such as working with browsers and debugging CSS. Succinct and to the point, it's the perfect book for busy designers who need to understand and start using CSS quick.

## BEYOND THE BASICS

**Information Architecture: Blueprints for the Web, Second Edition**

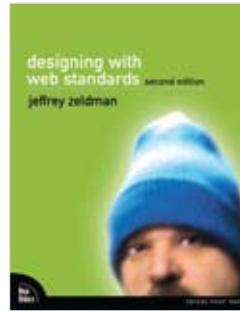
Christina Wodtke and Austin Govella  
9780321600806, \$45.00

*Information Architecture: Blueprints for the Web, Second Edition*, introduces the core concepts of information architecture: organizing Web site content so that it is searchable, designing Web site interaction so that it's pleasant to use, and creating an interface that is easy to understand. This book helps designers, project managers, programmers, and other information architecture practitioners avoid costly mistakes by teaching the skills of information architecture clearly and effectively.

**Adapting to Web Standards: CSS and Ajax for Big Sites**

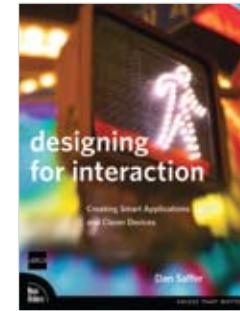
Christopher Schmitt, Kimberly Blessing, Rob Cherny, Meryl K. Evans, Kevin Lawver, and Mark Trammell  
9780321501820, \$44.99

How does one effectively use standards-based technologies to create visually compelling Web sites? The full-color *Adapting to Web Standards: CSS and Ajax for Big Sites* gives developers a peek into the processes of the best designers in the world through the work of the high-profile, real-world Web sites that made them famous. The book focuses on deconstructing these top-tier, large-scale sites, with particular attention given to deconstructing CSS.

**Designing with Web Standards, Second Edition**

Jeffrey Zeldman  
9780321385550, \$49.99

Standards aren't about leaving users behind or adhering to inflexible rules. Standards are about building sophisticated, beautiful sites that will work as well tomorrow as they do today. In this updated, best-selling guide that changed the face of Web design, Jeffrey teaches you all the latest techniques that will enable developers to redesign sites faster, make content more visible to search engines, and deliver sites that promise to work as well five years from now as they do today.

**Designing for Interaction: Creating Smart Applications and Clever Devices**

Dan Saffer  
9780321432063, \$45.00

Interaction Design is the exciting discipline behind such products as the iPod and innovative Web sites like Flickr. More than just a how-to manual, *Designing for Interaction* covers interaction design fundamentals, approaches to designing, design research, and more—all from a designer's point of view rather than that of an engineer. Filled with tips, real-world projects, and interviews, you'll get a solid grounding in everything you need to successfully tackle interaction design.

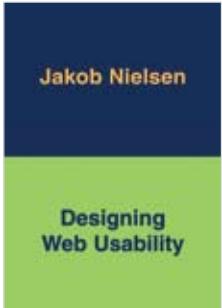
## BEYOND THE BASICS



### Eyetracking Web Usability

Jakob Nielsen and Kara Pernice  
**9780321498366, \$50.00**

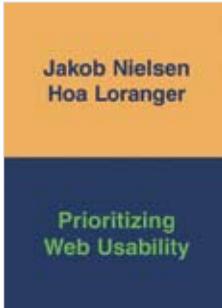
Eyetracking is a hot new field in user interface design. Usability expert Jakob Nielsen and coauthor Kara Pernice train thousands of people each year on Web usability. This book demonstrates what can be learned from users' eye paths over a broad variety of Web designs. Readers learn how much a user's goal or task influences the way they read and traverse a Web site, which parts of a page users attend to first, how readers react to advertising and design elements that look like ads, where people look first for common page elements, and so much more.



### Designing Web Usability

Jakob Nielsen  
**9781562058104, \$54.99**

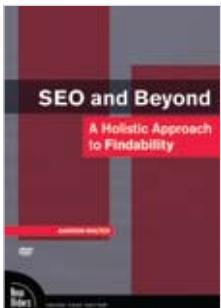
Users experience the usability of a Web site before they have committed to using it and before making any purchase decisions. The Web is the ultimate environment for empowerment, and he or she who clicks the mouse decides everything. This is the definitive guide to usability from Jakob Nielsen, the world's leading authority. Over 250,000 Internet professionals around the world have turned to this landmark book, in which Nielsen shares the full weight of his wisdom and experience.



### Prioritizing Web Usability

Jakob Nielsen and  
Hoa Loranger  
**9780321350312, \$55.00**

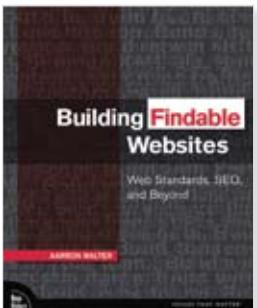
In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—*Designing Web Usability*. Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today.



### SEO and Beyond: A Holistic Approach to Findability

Aarron Walter  
Online Video,  
**9780321605900, \$24.99;**  
**DVD, 9780321618474, \$34.99**

In this video, noted Web design expert, author, and consultant Aarron Walter demonstrates a holistic approach to building Web sites. He shows Web designers and developers how to help audiences find their Web content and return to it later. Viewers learn the basic concepts behind SEO and findability, as well as practical Web standards, by watching Aarron take a real-world project from paper to pixel.

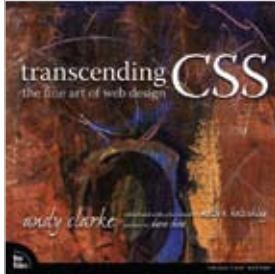


### Building Findable Websites: Web Standards, SEO, and Beyond

Aarron Walter  
**9780321526281, \$39.99**

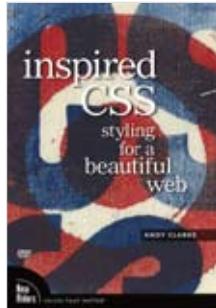
This book offers Web designers and developers actionable solutions that will drive traffic to their Web sites. Written from a development perspective, rather than from the marketing approach, this book provides a contemporary look at how Web sites can be built with search engine optimization coding strategies, microformats, Web standards, adherence to accessibility guidelines, and use of third-party APIs. The solutions presented are practical and essential for all Web design and development professionals.

## BEYOND THE BASICS

**Transcending CSS: The Fine Art of Web Design**

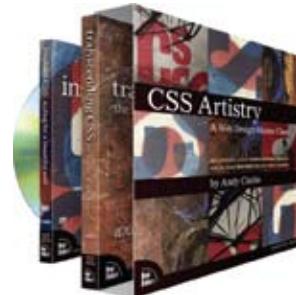
Andy Clarke, edited by  
Molly E. Holzschlag  
**9780321410979, \$49.99**

As the Web and the art of creating Web sites evolve, achieving truly beautiful designs necessitates using all available resources. In this groundbreaking book, you'll discover how to implement highly original designs through visual demonstrations of markup and CSS. This visual approach covers every phase of the transcendent design process, including workflow, building functional prototypes, CSS3, and more, and also includes examples of world-class Web sites and photography that inspire designers and help them visualize their code.

**Inspired CSS: Styling for a Beautiful Web**

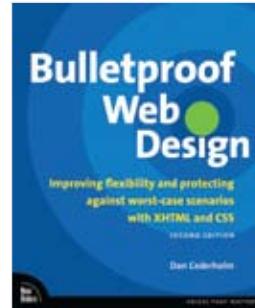
Andy Clarke  
Online Video:  
**9780321545626, \$59.99**  
**DVD: 9780321572653, \$69.99**

In this DVD-ROM video, Andy follows up on the core principles of *Transcending CSS: The Fine Art of Web Design*, taking you even further along the path to creating beautiful and accessible Web sites using minimal, semantic markup. In this video, Andy shows you how to take your design to the next level using typography; microformats; advanced CSS selectors; layout techniques employing floats; positioning, and margins; and CSS3. Running Time: 2h 19m.

**CSS Artistry: A Web Design Master Class**

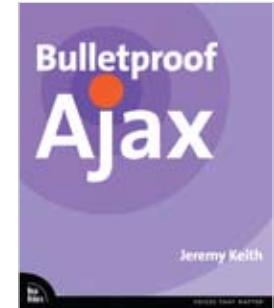
Andy Clarke  
**9780321584847, \$99.99**

*CSS Artistry: A Web Design Master Class* includes full-color *Transcending CSS* book and 2 ½-hour *Inspired CSS* DVD. This book and workshop DVD-ROM deliver the ultimate CSS learning experience for intermediate to advanced Web designers looking to create beautiful and accessible designs.

**Bulletproof Web Design: Improving Flexibility and Protecting Against Worst-Case Scenarios with XHTML and CSS, Second Edition**

Dan Cederholm  
**9780321509024, \$39.99**

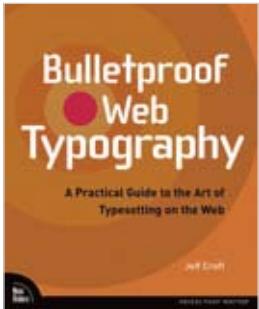
Author and Web designer Dan Cederholm outlines standards-based strategies for building designs that provide flexibility, readability, and user control—key components of every successful site. Each chapter starts out with an example of an unbulletproof site—one that employs a traditional HTML-based approach—which Dan then deconstructs, pointing out its limitations. He then gives the site a makeover using XHTML and CSS.

**Bulletproof Ajax**

Jeremy Keith  
**9780321472663, \$39.99**

Web site designers love the idea of Ajax—creating Web pages in which information can be updated without refreshing the entire page. But for those who aren't programmers, enhancing pages using Ajax can be a challenge. Even more of a challenge is making sure those pages work. In this book, author Jeremy Keith demonstrates how developers comfortable with CSS and (X)HTML can build Ajax functionality without frameworks, using the ideas of graceful degradation and progressive enhancement.

## BEYOND THE BASICS

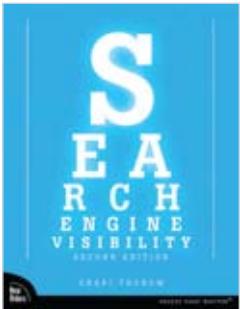


### Bulletproof Web Typography

Jeff Croft

9780321589736, \$29.99

The art of typography is largely timeless—the rules established for print also apply on the Web. However, many Web designers don't have a traditional design background and are sorely lacking an understanding of type basics. With *Bulletproof Web Typography*, designers will develop an understanding of typography, regardless of any particular implementation method or technology. At the same time, they'll learn practical methods for achieving quality typography with current technologies.



### Search Engine Visibility, Second Edition

Shari Thurow

9780321503244, \$34.99

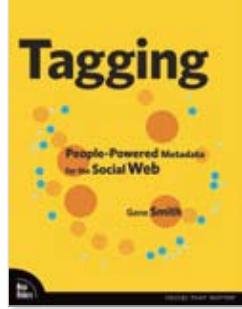
Getting noticed isn't just about being first in line—but it doesn't hurt! This book shows you how to design, write, and create user-friendly Web sites that get top positions in search results. Including up-to-date coverage of blogs, podcasts, and Web applications, as well as common pitfalls, this book is a must-read for anyone who wants to create more effective Web sites that meet both user and business goals.



### Mastering CSS with Dreamweaver CS4

Stephanie Sullivan and Greg Rewis  
9780321605030, \$49.99

Millions of Web designers use Dreamweaver, and most of them think creating CSS-based, standards-compliant sites is a challenge. In *Mastering CSS with Dreamweaver CS4*, authors Stephanie Sullivan and Greg Rewis bridge the gap between the worlds of CSS design and Dreamweaver by demonstrating how to use Dreamweaver CS4 and CSS together to create individualized, standards-based layouts. Through hands-on projects with lots of visuals, the book enables every Dreamweaver user to learn CSS effectively and easily.

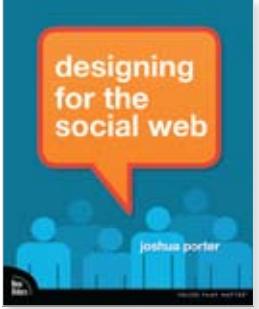


### Tagging: People-Powered Metadata for the Social Web

Gene Smith

9780321529176, \$39.99

This book explains the value of tagging, explores why people tag, how tagging works and when it can be used to improve the user experience. It exposes tagging's superficial simplicity to reveal interesting issues related to usability, information architecture, online community, and collective intelligence.



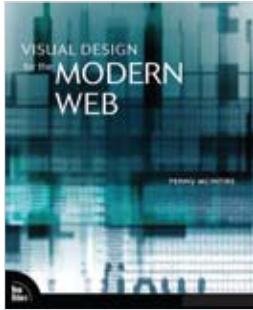
### Designing for the Social Web

Joshua Porter

9780321534927, \$40.00

How do you create and launch a vibrant social Web application that people are motivated to use? Getting people to participate (and stay participating) is the key to any Web-based strategy, but you have to do more than simply add features. This book teaches you how. Packed with strategies and best practices, this book provides a solid foundation for designing your next great Web application.

## BEYOND THE BASICS



### Visual Design for the Modern Web

Penny McIntire

9780321515384, \$44.99

Just as great artists must understand their tools, great Web designers must understand the technology behind their art. Author Penny McIntire demonstrates to novice Web designers how to use their tools—including HTML, CSS, and JavaScript—in conjunction with the principles of aesthetics and usability to become masters of their craft. Chapters begin with explanations of the terminology and techniques of Web structures, then demonstrate how to apply the rules of design to create beautiful sites.

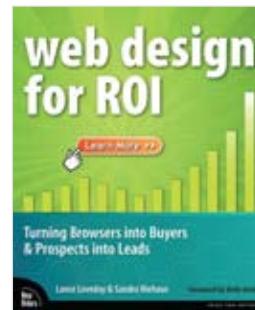


### When Search Meets Web Usability

Shari Thurow and Nick Musica

9780321605894, \$34.99

This book delivers a proactive approach to building an effective Web site that is search engine friendly and will result in better search rankings. It outlines the steps needed to bridge the gap between a Google search and a Web site, and also improve the users' experience once they get to the site. By understanding the wide variety of information-seeking strategies and the individual behaviors associated with them, this book helps information architects, Web designers/developers, SEOs/SEMs, and usability professionals build better interfaces and functionality into Web sites.



### Web Design for ROI: Turning Browsers into Buyers & Prospects into Leads

Lance Loveday and Sandra Niehaus

9780321489821, \$39.99

This book, intended for online marketers, Web site managers, business professionals, programmers, and information architects, focuses on designing Web sites to achieve organizational objectives. The strategic role of various page types (home page, product page, category page, landing page, shopping cart, etc.) are discussed, along with examples and case studies of each. Lists of design considerations and specific recommendations for what works are also included.



### Web ReDesign 2.0: Workflow that Works

Kelly Goto and Emily Cotler

9780735714335, \$55.00

Web design cycles are so short that in the time you used to spend planning a site, you'd already have developed it, implemented it, and gone on to the next today! To make sure you keep pace, Web pros Kelly Goto and Emily Cotler have distilled their real-world experience into the sound approach to Web redesign—and even initial design—workflow presented elegantly and eloquently here.



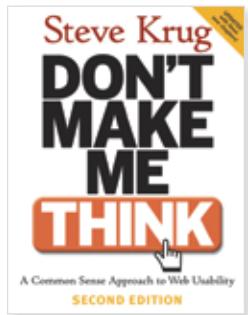
### HTML Dog: The Best-Practice Guide to XHTML and CSS

Patrick Griffiths

9780321311399, \$44.99

*HTML Dog* is a comprehensive guide to XHTML—the language used to structure Web page content—and CSS—the language used to present it. With best practices (using Web standards) at its heart, it outlines how to do things the right way to produce highly optimized Web pages quickly, easily, and painlessly. The book builds on and complements the *HTML Dog* Web site ([www.htmldog.com](http://www.htmldog.com)), which, with millions of page views every month, is one of the Web's most popular resources for Web developers.

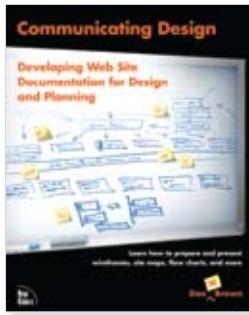
## BEYOND THE BASICS



**Don't Make Me Think,  
Second Edition:  
A Common Sense  
Approach to Web  
Usability**

**Steve Krug  
9780321344755, \$40.00**

While technology may change and design trends come and go, the usability principles that determine your Web site's effectiveness are the same today as they were at the Web's inception. Here to provide a refresher course in them—commenting, amending, amplifying, reconsidering, and offering new examples where necessary—is the completely updated best-selling classic on the topic from usability guru Steve Krug.



**Communicating Design:  
Developing Web Site  
Documentation for  
Design and Planning**

**Dan Brown  
9780321392350, \$44.99**

If you want your Web designs to become a reality and stay consistent over time, you need a strong set of deliverables—the flowcharts, site maps, wireframes, and more that communicate your ideas to your customers and stakeholders. Get this book, and you can be sure you will! With each chapter devoted to a different type of deliverable, author Dan Brown combines quick tips for improving documentation with in-depth discussions of presentation and risk mitigation techniques.



**Designing the Obvious:  
A Common Sense  
Approach to Web  
Application Design**

**Robert Hoekman, Jr.  
9780321453457, \$39.99**

Build only what's absolutely necessary. Reduce and refine interactions and task flows. Start ignoring the demands of users and stick to a vision (*gaspl!*). *Designing the Obvious* refines the focus of designers and developers on common sense and user experience, with a fresh and empowering philosophy that will put you one step ahead of the competition.



**Designing the Moment:  
Web Interface Design  
Concepts in Action**

**Robert Hoekman, Jr.  
978032153085, \$39.99**

The trick to great design is knowing how to think through each decision so that users don't have to. Robert Hoekman presents over 30 stories that illustrate how to put good design principles to work on real-world Web application interfaces to make them obvious and compelling. He takes a think-out-loud approach to interface design to show us how to look critically at design decisions to ensure that human beings, the kind who make mistakes and do things we don't expect, can walk away from our software feeling productive, respected, and smart.

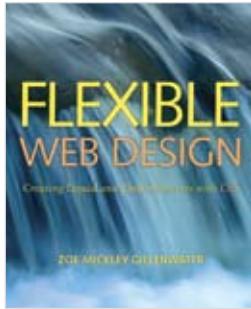


**Designing the Moment:  
From First Impression to  
Conversion**

**Robert Hoekman, Jr.  
Online Video,  
9780321592163, \$24.99;  
DVD, 9780321625878, \$29.99**

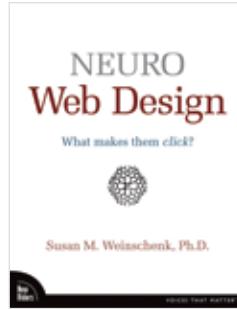
Have you ever wondered how the teams behind the most popular sites get so many people to sign up for their products and services? In the moments when users first experience a new Web application, it's vital that they are able to understand what the purpose of the application is, what they can gain from it, what to expect, whether or not they can trust it, and how long it might take to get up to speed. This video shows you the design elements that will help your users do exactly that.

## BEYOND THE BASICS

**Flexible Web Design:  
Creating Liquid and  
Elastic Layouts with CSS**

Zoe Mickley Gillenwater  
9780321553843, \$44.99

Liquid or fluid layouts change width based on the user's unique device-viewing size. These types of layouts have always been possible with tables but offer new design challenges, as well as opportunities, when built with CSS. This book, for experienced Web designers with some CSS experience, teaches not only how to build a liquid layout from scratch using standards-compliant and cross-browser compatible (X)HTML and CSS, but also outlines how to design and slice graphic comps in a way that makes flexible design achievable.

**Neuro Web Design:  
What Makes Them Click?**

Susan M. Weinschenk  
9780321603609, \$24.99

Why does someone decide to buy a product online or register at a Web site? Psychologists have known for years about the nonconscious forces that persuade people to take action. *Neuro Web Design* applies the research on persuasion and decision making to Web site design. Explaining psychological research on social validation, reciprocity, fear of loss, contrast, and other principles in an easy to understand way, this book shows how to implement these powerful ideas in your Web site.

**A Project Guide to  
UX Design: For user  
experience designers  
in the field or in the  
making**

Russ Unger and  
Carolyn Chandler  
9780321607379, \$34.99

This book provides direction for small teams and professionals through User Experience projects. Authors Russ Unger and Carolyn Chandler offer information on creating SOWs, proposals, and project ecosystems; employing best practices for meetings; and understanding business requirements. User Experience neophytes and professionals alike should be able to find information relevant to any phase of a project in this book.

**Strategic Mobile  
Design: Creating  
Engaging Experiences**

Joseph Cartman and  
Richard Ting  
9780321580078, \$34.99

This book gives anyone interested in mobile campaigns—both client-side and production-side—the knowledge to approach a mobile project with a cohesive strategy. Presenting a holistic view of the mobile ecosystem design/technology/marketing/business/build, Cartman and Ting offer readers enough information to get started with any mobile design project.

## TECHNIQUE &amp; INSPIRATION

**The Zen of CSS Design:  
Visual Enlightenment for  
the Web**

Dave Shea and  
Molly E. Holzschlag  
9780321303479, \$44.99

Standards-compliant design does not need to mean dull design. In this book, beautiful, full-color reproductions of designs culled from the landmark CSS Zen Garden Web site form the basis for discussions on how to create beautiful, progressive CSS-based Web sites. An eye-opening look at the designs, layouts, typography, special effects, and themes you can implement via CSS.

## TECHNIQUE & INSPIRATION



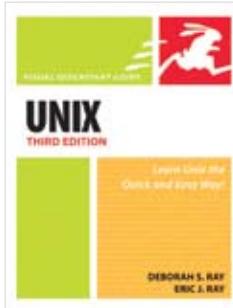
**Fresher Styles for Web Designers: More Eye Candy from the Underground**

Curt Cloninger  
**9780321562692, \$39.99**

*Fresher Styles for Web Designers* surveys eight innovative, contemporary visual design styles that break the mold and offer creative solutions to a variety of interactive design challenges. Readers will learn practical ways to incorporate these design approaches into their commercial work, using specific online examples as illustration. This book stands out because it synthesizes experimental Web design innovations with commercial marketing goals—without ignoring usability concerns.

## Programming & Scripting

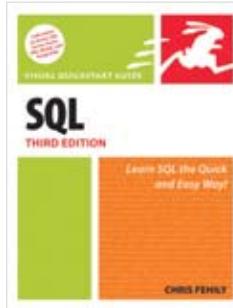
## GETTING STARTED



**UNIX, Third Edition: Visual QuickStart Guide**

Deborah Ray and Eric Ray  
**9780321442451, \$29.99**

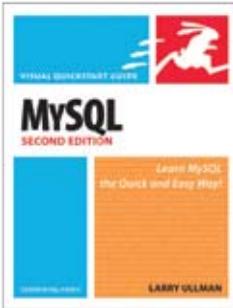
This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with Unix software in no time. In this completely updated edition of our best-selling guide to Unix, leading software application experts Deborah S. Ray and Eric J. Ray use crystal-clear instructions and friendly prose to introduce you to Unix. Filled with step-by-step, task-based instructions and loads of visual aids, this book explains how to use the most common Unix commands.



**SQL, Third Edition: Visual QuickStart Guide**

Chris Fehily  
**9780321553577, \$34.99**

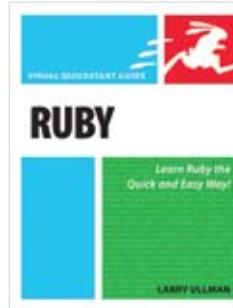
This task-based tutorial and reference guide takes the mystery out of learning and applying SQL. After going over the relational database model and SQL syntax in the first few chapters, veteran author Chris Fehily immediately launches into the tasks that will get readers comfortable with SQL. In addition to covering all the SQL basics, this thoroughly updated reference contains a wealth of in-depth SQL knowledge and serves as an excellent reference for more experienced users.



**MySQL, Second Edition: Visual QuickStart Guide**

Larry Ullman  
**9780321375735, \$29.99**

Need to learn MySQL fast? Even if you've never used MySQL before, this Visual QuickStart Guide will have you up and running with the world's most popular open source database application in no time. Filled with step-by-step, task-based instructions and loads of visual aids, this book covers MySQL versions 3 and 4, as well as everything new in the eagerly anticipated version 5. You'll learn about MySQL installation, administration, database design, programming techniques, and more!



**Ruby: Visual QuickStart Guide**

Larry Ullman  
**9780321553850, \$34.99**

This book teaches the fundamentals of object-oriented programming using the Ruby language and starts with creating a basic program. Everything is covered—from establishing control structures and variables, to taking input and creating output. Moving from the basic to more advanced topics, the *Ruby Visual QuickStart Guide* teaches the ins and outs of Ruby in logical progression. The book ends with an overview of the Web development framework, Ruby on Rails.

## GETTING STARTED

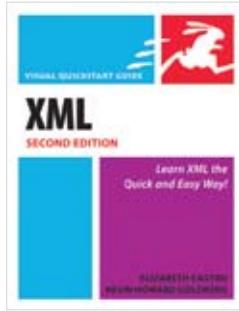


### Python, Second Edition: Visual QuickStart Guide

Toby Donaldson

9780321585448, \$19.99

Python is a remarkably powerful, dynamic programming language that is used in a wide variety of application domains such as Web, database access, desktop GUIs, game and software development, and network programming. This task-based tutorial assumes no programming experience and walks a reader through all the fundamentals. It's a complete end-to-end tutorial and reference.

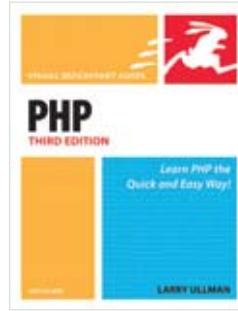


### XML, Second Edition: Visual QuickStart Guide

Kevin Howard Goldberg

9780321559678, \$34.99

This update to the best-selling *XML: Visual QuickStart Guide* uses concise instructions and plenty of screenshots to teach beginning users all they need to know to write XML, XSL, DTD, XML Schema, and more. For anyone wanting to learn XML and its related technologies, this book is the most current, comprehensive, and easy-to-follow tutorial you'll find today.



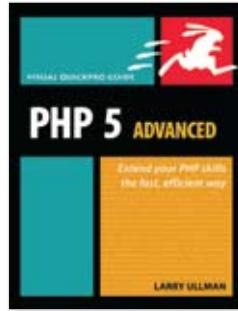
### PHP for the Web, Third Edition: Visual QuickStart Guide

Larry Ullman

9780321442499, \$34.99

With this book readers can start from the beginning to get a tour of the programming language, or look up specific tasks to learn just what they need to know. Leading technology author Larry Ullman guides readers through the new features in PHP 6, focusing primarily on improved support for handling any language in a Web site. Both beginning users, who want a thorough introduction to the technology, and more intermediate users, who are looking for a convenient reference, will find what they need here—in straightforward language.

## BEYOND THE BASICS

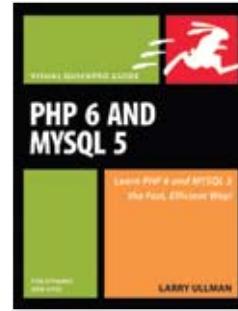


### PHP 5 Advanced: Visual QuickPro Guide

Larry Ullman

9780321376015, \$39.99

Filled with 15 chapters of step-by-step content and written by best-selling author and PHP programmer Larry Ullman, this guide teaches specific topics in direct, focused segments, shows how PHP is used in real-world applications, features popular and most-asked-about scripts, and details those technologies that will be more important in the future. You'll learn about object-oriented programming, PHP interactions with a server, XML, RSS, Networking with PHP, image and PDF generation, and more.



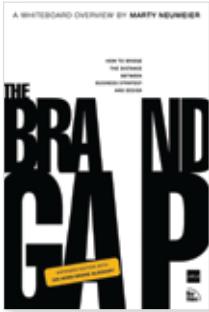
### PHP 6 and MySQL 5 for Dynamic Web Sites: Visual QuickPro Guide

Larry Ullman

9780321525994, \$39.99

This updated bestseller is indispensable for Web designers who want to replace their static sites with something more dynamic. After grounding readers with separate discussions of first the scripting language (PHP) and then the database program (MySQL), Larry Ullman goes on to cover security, sessions, and cookies, and using additional Web tools, with several sections devoted to creating sample applications. The companion Web site includes source code, support forums, and extra tutorials.

## GETTING STARTED



### Brand Gap, Revised Edition

Marty Neumeier  
9780321348104, \$21.99

This best-selling guide shows you how to bridge the distance between business strategy and design. Marty Neumeier, one of today's most well-known and respected authorities on branding, teaches the difference between good and bad branding as you move through five critical disciplines: Differentiation, Collaboration, Innovation, Validation, and Cultivation. New in this edition: a comprehensive branding dictionary!



### ZAG: The #1 Strategy of High-Performance Brands

Marty Neumeier  
9780321426772, \$24.95

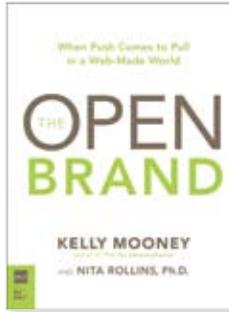
In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, out-maneuver, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand Gap*, Neumeier showed companies how to bridge the distance between business strategy and design. In ZAG, he illustrates the first big step in building a high-performance brand—radical differentiation.



### The Designful Company: How to build a culture of nonstop innovation

Marty Neumeier  
9780321580061, \$24.99

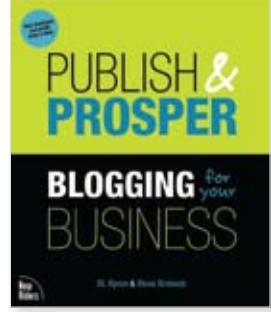
In an era of fast-moving markets and leap-frogging innovations, we can no longer "decide" the way forward. Today we have to "design" the way forward—or risk ending up in the fossil layers of business history. In the third book in Marty Neumeier's best-selling series of "whiteboard overviews," he shows how design thinking can build a culture of nonstop innovation. "If you wanna innovate," Marty says, "you gotta design."



### The Open Brand: When Push Comes to Pull in a Web-Made World

Kelly Mooney and Nita Rollins  
9780321544230, \$24.99

With the open source software movement, new behaviors—creating, sharing, influencing—are becoming widespread enough to blur forever our roles. Through a deconstruction of some of marketing's fundamental practices and precepts, a portrait gallery of citizens, and a framework for creating and measuring the four essential consumer experiences of the Web-made world, *The Open Brand* argues that the way forward is through being O.P.E.N.: On-demand, Personal, Emotional, and Networked.

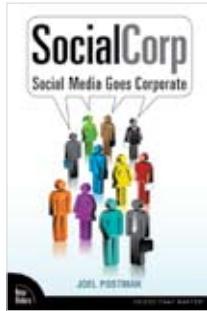


### Publish and Prosper: Blogging for Your Business

DL Byron and Steve Broback  
9780321395382, \$26.99

It's time for a practical book about business blogging: a book that offers concrete advice, no-nonsense research, warnings about common pitfalls, and real-world examples of business-blog successes and failures. A conversation with your market is stronger and more meaningful with a blog. When you're ready to bridge the gap between blogging theory and business reality, this book will get you talking, easily and professionally.

## GETTING STARTED



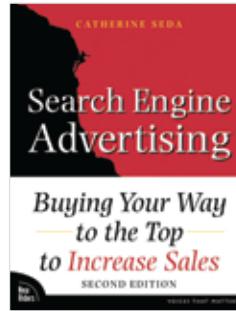
### SocialCorp: Social Media Goes Corporate

Joel Postman

**9780321580085, \$29.99**

This book will help companies of all sizes develop and implement a strategy to become a SocialCorp, a company that has adopted social media intelligently and effectively, in a way that does not compromise the company's primary obligations as a corporation. Using case studies and analysis, and proven corporate social media strategies, the book will help corporate communicators understand the new communications landscape and the power of social media, and how to adopt it intelligently in a corporate environment.

## BEYOND THE BASICS



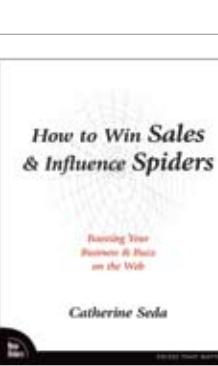
### Search Engine Advertising: Buying Your Way to the Top to Increase Sales, Second Edition

Kevin Lee with

Catherine Seda

**9780321495990, \$34.99**

The most common activity for U.S. Internet users besides email is searching for information. This new advertising opportunity means that small businesses can compete directly with large corporations. A top keyword position is less about luck and more about strategy. This book reveals how to effectively buy a top position on the major search engines and directories. Readers will discover how to avoid common pitfalls such as poor-performing ad copy and low visitor-to-buyer conversions.



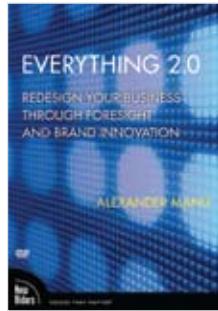
### How to Win Sales & Influence Spiders: Boosting Your Business & Buzz on the Web

Catherine Seda

**9780321496591, \$24.99**

If you're like most business professionals, you could be losing \$10,000, \$100,000, or even \$1 million a month on the Web! Catapulting your business online is easier than you may think. Thanks to new and emerging developments in Web technology, you can immediately reach more new customers—free. Plus, you can better leverage your “traditional” Internet marketing to get more traffic from the search engines and free publicity from the press.

## TECHNIQUE & INSPIRATION



### Everything 2.0: Redesign your Business Through Foresight and Brand Innovation

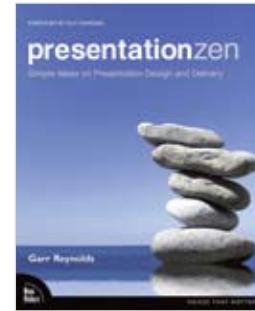
Alexander Manu

Online Video:

**9780321604392, \$44.99**

DVD: **9780321618467, \$49.99**

Provocative author, speaker, and leader in the emerging field of strategic foresight, Alexander Manu explains what motivates people and how desire is the driving force to true innovation. Drawing on the principles of the Web 2.0 phenomenon—the empowerment to create, manage, and distribute content—this video explores consumers' desire for openness, transparency, and collaboration, and how tapping into this desire can lead to business innovation.



### Presentation Zen: Simple Ideas on Presentation Design and Delivery

Garr Reynolds

**9780321525659, \$29.99**

*Presentation Zen* challenges the conventional wisdom of making “slide presentations” and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

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