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The only official guide to CorelDRAW—fully updated throughout to cover all the new features of the latest release CorelDRAW X The Official Guide is the one-stop tutorial/reference for learning how to create gorgeous graphics for a variety of print and web uses. Veteran graphic designer and author Gary Bouton shows you how to use the new product features, and shows off beautiful graphics and techniques in this Corel-authorized guide. Packed with examples and techniques, this book delivers details no CorelDRAW user can afford to be without! Ideal for beginners through experts getting started on the new release, the book explains how to install the software, use the illustration and drawing tools, work with text, apply colors, fills, and outlines, apply special effects, and work in 3D. CorelDRAW X The Official Guide Offers hundreds of tips, tricks, and shortcuts that show how to get the most out of product features, not just what the features do Includes online access to 30+ video tutorials of hands-on instruction from the author, plus CorelDRAW native files, stock images for tutorials in Corel PHOTO-PAINT, custom typefaces designed by the author, and other useful starter pieces for learning CorelDRAW Includes a full-color insert demonstrating results of various filters and effects Provides a comprehensive CorelDRAW X reference as well as drawing tips and illustration techniques Discusses print and web use and potential issues Explains how to use PHOTO-PAINT, Corel's image-editing tool

*Adobe Photoshop: A Complete Course and Compendium of Features* is your guide to creating, editing, and enhancing images and

designs in Adobe Photoshop. Whether you're retouching a photograph, making a simulated chalk drawing, or creating a composite photo with a 3D drawing, Photoshop is the tool for you—and this book will teach you what you need to know.

First, with a complete Course that includes a set of projects and lessons derived from Adobe Certified Instructor Steve Laskevitch, you will learn the procedures needed to use Photoshop effectively and professionally. Dozens of lessons are included that can be applied to any graphics you have in mind. Through these step-by-step lessons, you'll be exposed to all of Photoshop's features in practical contexts and its best practices for optimal workflows. To complete the Course, we'll supply lesson documents and their assets to download. These can even serve as starting points for your own projects.

Then, for greater depth of knowledge and subsequent reference, you'll use the Compendium to uncover more of the "how" and "why" of Photoshop. With each topic easy to access, you can find and explore all of Photoshop's key features and concepts in depth. With cross references between the Course and Compendium, the two parts of the book complement each other perfectly. Best of all, when the lessons in the Course are done, the Compendium will continue to serve for months and years to come.

Learn step by step how to:

- Set up an ideal workspace
- Master selections and masks
- Work with type and brushes
- Use blend modes for combining images
- Take advantage of Smart Objects
- Become more efficient and effective with actions and scripts
- And much more!

**2021 Photoshop Update:** Download an addendum covering the 2021 Adobe Photoshop update along with the supplied Course files for

the book. See the book's Introduction for a link to downloadable resources webpage.

If you're new to ActionScript 3.0, or want to enhance your skill set, this bestselling book is the ideal guide. Designers, developers, and programmers alike will find Learning ActionScript 3.0 invaluable for navigating ActionScript 3.0's learning curve. You'll learn the language by getting a clear look at essential topics such as logic, event handling, displaying content, classes, and much more. Updated for Flash Professional CS5, this revised and expanded edition delivers hands-on exercises and full-color code samples to help you increase your abilities as you progress through the book. Topics are introduced with basic syntax and class-based examples, so you can set your own pace for learning object-oriented programming. Harness the power and performance of ActionScript 3.0 Control sound and video, including new access to microphone data Create art with code by drawing vectors and pixels at runtime Manipulate text with unprecedented typographic control Animate graphics, create particle systems, and apply simple physics Avoid common coding mistakes and reuse code for improved productivity Load SWF, image, text, HTML, CSS, and XML file formats, and more Authors Rich Shupe and Zevan Rosser draw on their experience as Flash developers and instructors to give you a solid ActionScript foundation, revealing ways you can use code for practical, everyday projects. Those creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Flash Professional CS5 choose Adobe Flash Professional CS5 Classroom in a Book from the Adobe Creative Team at Adobe Press. The 10 project-based lessons in this book show readers step-by-step the key techniques for working in Flash CS5. Readers learn what they need to know to create engaging interactive content with Flash CS5. In addition to learning the key elements of the Flash interface, including panels, timelines, and frames, readers learn how to work with graphics, create and edit symbols, modify text, add interactivity with ActionScript 3.0, and incorporate animation and sound into their projects. They also learn how to prepare and export their finished projects for publishing.

This completely revised CS5 edition covers the new text engine, Deco drawing tools, Spring feature for inverse kinematics, video enhancements, and more. The companion DVD includes lesson files so readers can work along with the book, as well as 2 hours of video tutorials from 'Learn Adobe Flash Professional CS5 by Video' from video2brain and Adobe Press. "The Classroom in a Book series is by far the best training material on the market. Everything you need to master the software is included: clear explanations of each lesson, step-by-step instructions, and the project files for the students." -Barbara Binder, Adobe Certified Instructor, Rocky Mountain Training. 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. Classroom in a Book offers what no other book or training program does—an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts. Note from the publisher: FREE Adobe Flash Professional CS5.5 updates are available for this title. Simply register your product at [www.peachpit.com/register](http://www.peachpit.com/register) and you will receive the updates when they become available. If you want to use Adobe Flex to build production-quality Rich Internet Applications for the enterprise, this groundbreaking book shows you exactly what's required. You'll learn efficient techniques and best practices, and compare several frameworks and tools available for RIA development -- well beyond anything you'll find in Flex tutorials and product documentation. Through many practical examples, the authors impart their considerable experience to help you overcome challenges during your project's life cycle. Enterprise Development with Flex also suggests proper tools and methodologies, guidelines for determining the skill sets required for the project, and much more. Choose among several frameworks to build Flex applications, including Cairngorm, PureMVC, Mate, and Clear Toolkit Apply selected design patterns with Flex Learn how to extend the Flex framework and build your own component library Develop a sample AIR application that automatically synchronizes local and remote databases to support your sales force Get solutions for leveraging AMF protocol and synchronizing Flex

client data modifications with BlazeDS-based servers Determine the actual performance of your application and improve its efficiency

Totalmente colorido, este livro ensina a utilizar os novos recursos do Adobe InDesign CS5. Em 14 lições, o leitor vai aprender a projetar, comprovar e publicar layouts para revistas, newsletters, catálogos, etc. ; a fazer documentos interativos complexos ; e a exportar como arquivo SWF para visualizar em um navegador com o plug-in do Adobe Flash Player ou como documento PDF interativo - e muito mais. Rápido e didático, o texto é de fácil leitura, e o aluno pode aprender no seu próprio ritmo, completando as lições de acordo com sua necessidade. A obra faz parte da série Classroom in a Book, guia oficial da Adobe e líder de vendas em livros de treinamento de software The fastest, easiest, most comprehensive way to learn. The best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe, developed with the support of Adobe product experts. Contains 16 lessons that cover the basics and beyond, providing 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. Build a strong foundation by following hands-on projects for creating logos, illustrations, and posters. Learn how to use the Shaper tool and Live Shapes along with dynamic symbols to streamline graphics creation. Create website assets and export them in multiple formats to support modern responsive web designs. From exacting illustration to more free-form painting, you'll gain vital skills as you progress through the lessons. The online companion files include all the necessary assets for readers to complete the projects featured in each chapter. All buyers of the book get full access to the Web Edition: A Web-based version of the complete ebook enhanced with video and multiple-choice quizzes. CSS is finally supported by all modern web browsers, empowering Web designers to do what they've been hungering to do for years: control layout more precisely, use color more effectively, and expand typographic options beyond the frustrating limitations of the past. So where to begin? Where can you get design-

focused instruction on CSS while learning the technical details? Cascading Style Sheets: The Designer's Edge is precisely the resource you've been looking for. Written by renowned web designer Molly Holzschlag, this book begins with an in-depth look at structured markup, both XHTML and CSS. It then explains how to use CSS to achieve specific design goals involving typography, color, layout, and more. Finally, it deconstructs a series of impressive designs, showing you how the authors used CSS to maximize their efficiency and get exactly the right effect. Key topics you'll learn about include: \* Writing valid XHTML \* Authoring effective CSS rules \* Working with classes and IDs \* Validating your CSS \* Creating great typographical designs with CSS \* Using CSS for backgrounds, borders, and color \* Creating multiple link styles \* Using absolute positioning \* Working with relative positioning \* Positioning with float \* Creating great CSS layouts

Por que HTML 5 hoje? Mesmo ainda não sendo uma recomendação oficial do W3C, e este processo é longo, a discussão em torno do HTML 5 já faz parte do dia a dia de designers e desenvolvedores. O HTML 5 não é uma ruptura, é a continuidade e a evolução do modelo concebido por Tim Berners-Lee nos anos 1990. O embarque é imediato, chegue com antecedência!

Principais conceitos apresentados

- A evolução do HTML
- Compatibilidade do HTML 5
- Modelos de conteúdo
- Montando a estrutura do documento
- Trabalhando com grupos de conteúdo
- A semântica dos elementos de texto
- Imagens e SVG
- Objetos e conteúdo embutido
- Áudio e vídeo
- Formulários
- Interatividade
- Canvas
- Microdata
- APIs

Site de apoio No site [www.flatschart.com/html5](http://www.flatschart.com/html5) você encontra os exemplos com os códigos apresentados no livro.

The definitive guide to creating animation for the web and mobile devices with top animation designer Chris Georgenes and designer/developer Justin Putney. They reveal how to create and successfully animate characters in Adobe Flash Professional CS5 and how to push the limits of timeline animation with stunning visual effects using ActionScript® 3.0. This Studio Techniques book is designed for intermediate or advanced users who understand the basics of Flash and want to create a more

immersive interactive experience. The book includes coverage of storyboarding, 2D character design and rigging, character animation, visual FX with code, workflow automation, and publishing your animation on the web and to mobile devices. Author Bios: Chris Georgenes is a highly respected authority on Flash and animation. He has used Flash professionally for more than a decade and is the proprietor of Mudbubble.com, a web animation studio. He has worked as an Art Director for Playdom and Acclaim Games as well as for clients ranging from the Cartoon Network and Dreamworks, to Comedy Central and Shockwave.com. Chris is a popular speaker at such conferences as Flash in the Can, Flash on Tap, FlashForward, and Adobe MAX. Justin Putney is a freelance designer, developer, and consultant, and he produces animations for his studio, Ajar Productions. Justin has created dozens of free Flash extensions and scripts for other Adobe applications that are used by animators and designers around the globe. See his animation work, tutorials, and extensions at [blog.ajarproductions.com](http://blog.ajarproductions.com), and his portfolio at [putney.ajarproductions.com](http://putney.ajarproductions.com). Note from the publisher: FREE Adobe Flash Professional CS5.5 updates are available for this title. Simply register your product at [www.peachpit.com/register](http://www.peachpit.com/register) and you will receive the updates when they become available. Celebrating 10 years of Otis, everyone's favorite tractor, created by the New York Times bestselling illustrator of *Love* by Matt de la Péna and *The Little Engine that Could* by Watty Piper! Otis is a special tractor. He loves his farm and farmer. He particularly loves the little calf in the next stall, whom he purrs to sleep with his soft motor. The two become great friends, romping in the fields, leaping bales of hay, and playing ring-around-the-rosy by Mud Pond. But when the big yellow tractor comes to the farm and replaces Otis, he is cast away behind the barn. . . until the little calf gets stuck in Mud Pond. Then there is only one tractor—and it's not big or yellow—who saves the day. It's little Otis! In the tradition of classics like *Mike Mulligan and His Steam Shovel* and *The Story of Ferdinand*, beloved artist Loren Long has crafted an unforgettable children's classic—and character—celebrating the power of friendship

and perseverance. And now a whole new age group will fall in love with Otis, the friendly little tractor, thanks to this board book edition. Let the cries of putt puff puttedy chuff begin! This book is for any Flex developer who is comfortable with the basics and wants to take their knowledge to the next level. It provides a library of over 100 solutions to common problems. Each solution takes you through the workings of the example step-by-step and then presents some expert's tips, which will take your understanding further and give you unique insights into Flex development. Coverage includes Flex 2 components, charting, working with remote data, data validation, displaying data with list based controls, controlling the look and feel of applications, application security, and working with dynamic data sources. A autora apresenta um panorama abrangente claro e preciso das concepções de inteligência das idéias de Gardner sobre as Inteligências Múltiplas, seguido de suas implicações educacionais, além de um delineamento das ações a serem implementadas no ensino da Matemática. Conheça dispositivos de leitura, processos de produção e modelos de negócio Se editores e autores trabalharem juntos e conectados à demanda do mercado, verão que existe espaço para livros impressos e digitais caminharem juntos tranquilamente por muito tempo. Porém, o leitor já não se contenta mais com apenas um canal de distribuição; ele quer escolher onde, como e quando acessar o conteúdo, seja papel, web ou dispositivos móveis, em tempo real quando for necessário ou de maneira assíncrona quando for conveniente. Neste livro você encontrará conceitos como: Rumo ao digital: a mudança de paradigma. Formatos e características do livro digital: TXT, PDF, HTML, ePUB, ePUB3, iBooks, Mobi, AZW, KF8 e APPs. A importância da linguagem HTML como centro nevrálgico do livro digital em seus vários formatos. O formato ePUB como a grande plataforma aberta de publicação. O livro na Open Web: a fusão livro/web. Adobe Digital Imaging How-Tos: 100 Técnicas Essenciais para Photoshop CS5, Lightroom 3 e Camera Raw 6 é um guia conciso, atual e inteligente às principais técnicas para trabalhar com imagens digitais. Em 100 tópicos, que podem ser lidos em sequência ou conforme o interesse e a

necessidade do leitor, este guia apresenta os novos recursos dos programas de manipulação de imagens da Adobe — e muito mais: - Crie um fluxo de trabalho integrado eficiente entre Photoshop, Lightroom e Camera Raw. - Faça importação eficiente, fluxos de trabalho HDR, refinamento de seleção e máscara. - Use os aprimoramentos na redução de ruído, além dos recursos Content-Aware Fill, Puppet Warp, Bristle Tips e o poderoso Mixer Brush. - Trabalhe melhor com Scrubby Zoom e os novos selecionadores de cor HUD. - Sincronize conteúdo de pasta no Lightroom e trabalhe com o Lightroom Library Filter. - Prepare exposições com bracketing para HDR Pro. - Limpe bordas de seleção com o recurso Smart Radius na caixa de diálogo Refine Edge do Photoshop. - Trabalhe com HDR Pro: mapeamento de tons. Provides a series of lessons on the basic concepts, tools, techniques, and features of using Adobe Photoshop CS6, covering such topics as selection tools, layers, masks and channels, typographic design, vector drawing, editing video, Mixer Brush, and 3D images.

### WANT A NON-CODING JOB AT A TECH COMPANY?

Interested in product management, marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, *Swipe to Unlock* gives you a breakdown of the concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you to explain this. But

if someone asks you to come up with a new monetization strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that Outlook use LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your interviews! Written in an easy to follow manner with practical exercises, this book takes you through every aspect of *Anime Studio*, guiding you to create your own original cartoon. *Learning Anime Studio* is for newcomers to *Anime Studio* or animation in general. Hobbyists and newcomers with ambitions of being an animator will get the most out of this book. However, intermediate and long time users will be able to use various chapters as a reference to some of *Anime Studio's* tools and features. The book also serves as a guide for the new enhancements introduced in *Anime Studio Pro 10*. This thorough, self-paced guide to *Adobe InDesign CS3* is ideal for beginning users who want to master the key features of this program, while readers who already have some experience with *InDesign* can use this book to familiarize themselves with *InDesign CS3's* newest features. Using step-by-step, project-based lessons, each chapter contains a project that builds upon the reader's growing knowledge of the program, while review questions at the end of each chapter reinforce the most important skills

learned in each lesson. The companion CD contains all the assets readers will need to work through each project in the book. Adobe InDesign CS3, Adobe's page layout and design software, has been updated to accelerate user productivity with loads of new features: new Photoshop effects--including gradient feathering, inner shadows, and glows--that you can apply to objects on a page; finer transparency controls, which let you apply transparency settings independently to an object's fill, stroke, and content for more complex visual looks; numerous productivity enhancements; advanced find/change features; new table and cell styles; export to XHTML, and more. Educational instructor notes--created to help teachers plan, organize, and time their lessons--are available for this book (and for other Classroom in a Book titles) at [www.peachpit.com/instructorresources](http://www.peachpit.com/instructorresources). SPECIAL NOTE: Before starting the lessons in the book, visit [www.peachpit.com/indesigncs3cib](http://www.peachpit.com/indesigncs3cib) for important lesson and project file updates. We all know what a great tool Flash is for creating dynamic, engaging web content, and Adobe's CS4 release just makes it even better. Among the newer features is the ability to take all the power of Flash for the Web and put in on the desktop using AIR. AIR capability is built right into the Flash CS4 integrated development environment, which means you can start writing desktop applications right away. This book not only covers the essentials of using Flash with AIR (and AIR with Flash), but also shows you how to extend application functionality in new ways. Once you've got Flash on the desktop, you're no longer constrained by the limitations of running inside a web browser. You'll have access to the local desktop file system, and AIR adds SQLite functionality for native database support. And just as Flash animations have a consistent look and feel across browsers, AIR allows you to create applications that work consistently across operating systems—Mac OS X, Windows, and Linux. For any Flash developer who wants to go from the Web to the desktop (and who doesn't?), this book is required reading. It not only tells you how to do it, but is full of practical, easy-to-follow examples that will have you building desktop AIR applications with Flash in no time. Expanding your existing Flash skills with the

Essential Guide to Flash CS4 AIR Development will make you an even more potent and indispensable force on any development team! 'Adobe Creative Suite 5 Web Premium How-Tos - 100 Técnicas Essencias' é um guia sobre técnicas para criar, desenvolver e distribuir sites usando os softwares do Adobe Creative Suite 5. Em 100 tópicos, que podem ser lidos em sequência ou conforme o interesse e a necessidade do leitor, este guia mostra como usar os recursos do Dreamweaver® CS5 para gerenciar sites, fazer layouts de página com estilos CSS, integrar mídia e interatividade a HTML5 e CSS3 e a gerar painéis com guias, dicas de ferramenta, conjuntos de dados e formulários com scripts de validação. Também dá dicas de como usar o Photoshop® CS5 para criar páginas prontas para a Web e preparar fotografias e imagens de background. Apresenta as técnicas do Illustrator® CS5 para criar banners, ícones de navegação e elementos gráficos dimensionáveis, e conhece o novo recurso de desenho em perspectiva. Mostra como criar barras de rolagem e botões e a atribuir ações (incluindo controles de video player) com o Flash® Catalyst™ CS5, além de gerar animação no Flash® Professional CS5. E explora as maneiras de integrar Dreamweaver, Photoshop, Illustrator, Flash Catalyst e Flash Professional - além de outras aplicações CS5, como o Bridge e o Adobe Media Encoder - para criar sites complexos, video players personalizados, animação e interatividade. A step by step guide with detailed examples. Experienced Flash AS3 programmers who are making the switch to Javascript and HTML5. Adobe Flash CS4 Professional on Demand What you need, when you need it! Need answers quickly? Adobe Flash CS4 Professional on Demand provides those answers in a visual step-by-step format. We will show you exactly what to do through lots of full color illustrations and easy-to-follow instructions. Inside the Book • Improve publishing and productivity with the CS4 interface • Browse, organize, and process files using Adobe Bridge • Import Photoshop and Illustrator files directly into Flash • Keep track of the changes in Flash on a per-object basis • Quickly create animation with motion tweens • Copy and paste graphic filters and motions • Create more compelling designs with built-in

filter effects and gradients • Use blend modes to change the way the image of one object on the Stage is combined with other images • Preview changes to 9-slice scaled movie clips on Stage • Use Script Assisted mode to create scripts without detailed knowledge of ActionScript • Test content on different target devices • Workshops and related files • Keyboard shortcuts Bonus Online Content Register your book at [queondemand.com](http://queondemand.com) to gain access to: • Workshops and related files • Keyboard shortcuts Visit the author site: [perspection.com](http://perspection.com) Ready to flex your Web development muscles and start building rich Internet applications? With Flex 3.0, you can create great RIAs that perform like desktop applications using Adobe Flash Player, which is already installed on more than 95 percent of Internet-connected computers. And the fun and easy way™ to get up to speed on Flex is with Adobe Flex 3.0 For Dummies. This friendly guide shows you how Flex lets you leverage the power of Adobe's ubiquitous Flash technology to build large applications. If you've written code in any language, Adobe Flex 3.0 For Dummies will get you started, introduce you to FlexBuilder and the Flex framework, and have you building some really "flashy" stuff before you know it. You'll find out how to: Develop interactive applications without worrying about browser differences Use the Event Model Work with ActionScript and MXML Build simple user interface controls and data-driven controls Set up data binding Format and validate user data Create, run, and clean a project Explore Flex manager classes Work with styling and skinning Flex components All the code used in the book is on the companion Web site to save you that much more time. Adobe Flex 3.0 For Dummies helps you become Flex-literate in a flash! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file. This definitive resource on using Adobe Photoshop blend modes, features dozens of hands-on examples to give you an edge in technical, personal, and commercial projects Blend modes are an essential, if somewhat mysterious, tool for photographers and digital artists. They can be used to for a wide range of imaging effects and challenges, such as noise reduction, working with high dynamic range (HDR) images, compositing, graphic design, and

digital painting. Although blend modes can be easy to use, they aren't always easy to understand. Scott Valentine translates the technical elements into every day language and demonstrates techniques using real-world examples. Whether you're a professional or hobbyist, there's something here for you. Beginning and intermediate users of Photoshop will learn how blend modes work and get up to speed on the most common techniques. The book will also feature power tips and blend mode techniques from industry experts, including Katrin Eismann, Matt Kloskowski, and RC Concepcion. Advanced and technical users will find indispensable references along with powerful enhancements and corrections. More than just a collection of effects and recipes, The Hidden Power of Blend Modes explains why the techniques work and how to tune them for your own specific needs. Adobe Encore is the most popular DVD authoring software, with over 100,000 users. For almost two decades, the best-selling Visual QuickStart Guides by Elaine Weinmann and Peter Lourekas have been the textbooks of choice in classrooms and the go-to tutorial and reference for art and design professionals. This edition includes their trademark features: clear, concise, step-by-step instructions; hundreds of full-color illustrations; screen captures of program features; and supplemental tips and sidebars in every chapter. This fully updated edition for Illustrator CC covers the new enhancements and features, including significant upgrades to the interface, new unembed an image, multiple file placement, images in Brushes, and touch type and Free Transform tool. The new and updated Illustrator CC features are clearly marked with bright red stars in both the table of contents and main text. Readers can follow the steps in a tutorial fashion, or use the book as a reference guide to individual program features. Many of the key illustrations used in the book are available via Web download for practice by readers. Thoroughly vetted by Adobe's AIR development team, Adobe AIR 1.5 Cookbook addresses fundamentals, best practices, and topics that web developers and application designers inquire about most. The hands-on recipes in this cookbook help you solve a variety of tasks and scenarios you may encounter using Adobe AIR to



build Rich Internet Applications for the desktop. It's an ideal way to learn the nuances of Adobe AIR, with practical solutions you can use right away, and detailed explanations of why and how they work. These recipes will help you: Build an AIR application with Flex, Flash, or HTML and Ajax Create a database and connect it to your application Put together native menus for PCs and Macs Work with the Service Monitor Framework Utilize the Adobe AIR Update Framework Create branded desktop experiences with custom chrome and custom application icons Distribute your AIR application with the Seamless Install Badge And more. Adobe AIR 1.5 Cookbook includes dozens of recipes from rising stars in the AIR development community-David Tucker, Rich Tretola, Marco Casario, and Koen De Weggheleire-along with the best solutions posted by visitors to the Adobe AIR Cookbook community website hosted by Adobe and O'Reilly ([www.adobe.com/go/air\\_cookbook](http://www.adobe.com/go/air_cookbook)). If you're ready to expand your skill set with Adobe AIR, this is the book you've been waiting for. HTML5 brings the biggest changes that HTML has seen in years. Web designers and developers now have a whole host of new techniques up their sleeves, from displaying video and audio natively in HTML, to creating realtime graphics directly on a web page without the need for a plugin. But all of these new technologies bring more tags to learn and more avenues for things to go wrong. HTML5 Solutions provides a collection of solutions to all of the most common HTML5 problems. Every solution contains sample code that is production-ready and can be applied to any project. The only Photoshop-based book dedicated to photographing and producing images of nature Award-winning nature photographers Ellen and Josh Anon reveal their secrets to creating stunning nature images using their field-tested methods and the very latest Photoshop techniques. The book is packed with practical workflows and smart, timesaving ways to use Photoshop's broad array of tools to optimize images—from improving tonal values to adding effects to creating surreal montages with composites. The book is lavishly illustrated with spectacular examples from the authors as well as from some of the most esteemed nature photographers today. Explains how to use the latest version of Photoshop and Photoshop

Elements to produce stunning nature images Covers tools and workflows best suited to natural subjects Features nature-focused photo-editing techniques, such as how to sharpen animal eyes, edit sky and land separately, and repair delicate images like butterfly wings Provides shooting tips and crucial insights for how to master the digital darkroom Includes pages of beautiful examples from the authors and other exceptional nature photographers Learn practical Photoshop skills and gain the confidence to produce your own stunning images of nature with this practical and inspiring guide. First Published in 2009. Routledge is an imprint of Taylor & Francis, an informa company. This book will present you with a full rundown of all the new features in the upcoming Flash Player 11 runtime. Along with each feature, if applicable, will be a demonstration of how to employ the new feature. There's also be a short introduction to Flash Player and a chapter dedicated to providing you with additional resources. Frustrated by the overwhelming nature of Flash? Want to get up to speed with the program fast so you can concentrate on your animation? Need to solve problems quickly to get work done to time and to budget? Then 'How to Cheat in Flash' is for you! This book is different from the rest because it shows you, step by step, how to work from the problem to the solution when creating Flash animations, from the viewpoint of an animator who has been commissioned to create a job and is working to a deadline. It is task orientated; every example shows real life commercial work. So, it's not so much a case of 'what does this filter/tool/option do?', as 'this is the task I've been set - how do I achieve it?' The solution may involve a variety of tools and techniques; it may take many steps to complete, or only a few. The free CD-Rom includes all the files you need to put your skills into practice as you read, and much more! It's an accessible (conversational in style), practical book and CD package which also provides artistic inspiration, a goldmine of timesaving practical tips, tricks and step-by-step workthroughs. You will wonder how you survived without it. The Truth About HTML5 is for web designers, web developers, and front-end coders who want to get up to speed with HTML5. The book isn't afraid to point out what

everyone gets wrong about HTML5's new markup, so you don't make the same mistakes. It will show you what rocks in HTML5 today and what the future holds. Marking up a basic web page shouldn't be a quasi-religious exercise where the high priests of HTML5 must be consulted for their interpretation of the holy texts (the HTML5 spec). Don't waste hours trawling through confusing, poorly researched, and often flat-out wrong information on the Internet. Get the truth on HTML5's markup here. You'll also find out about HTML5's new microdata standard that's being used on major websites, such as eBay and IMDB, right now, and get the low-down on the Canvas object and what it can and can't do for you. The book also covers how HTML5 affects CMSs and web apps, what HTML5 means for mobile, and what the future holds. HTML5 isn't one big blob of technology that will be "finished" at some point in the future. It's a grab bag of cool stuff, much of which has been around for years. Learn what's well supported and ready to go today. Now that the initial wave of hype is over, it's time to learn the truth about HTML5. Why is TV writing different from any other kind of writing? How will writing a spec script open doors? What do I have to do to get a job writing for TV? Writing for television is a business. And, like any business, there are proven strategies for success. In this unique hands-on guide, television writer and producer Ellen Sandler shares the trade secrets she learned while writing for hit shows like *Everybody Loves Raymond* and *Coach*. She offers concrete advice on everything from finding a story to getting hired on a current series. Filled with easy-to-implement exercises and practical wisdom, this ingenious how-to handbook outlines the steps for becoming a professional TV writer, starting with a winning script. Sandler explains the difference between "selling" and "telling," form and formula, theme and plot. Discover:

- A technique for breaking down a show style so you're as close to being in the writing room as you can get without actually having a job there
- The 3 elements for that essential Concept Line that you must have in order to create a story with passion and consequence
- Mining the 7 Deadly Sins for fresh and original story lines
- Sample scripts from hit shows
- In-depth graphs, script

breakdown charts, vital checkpoints along the way, and much, much more! Create and execute cutting-edge projects using the Adobe Flash Platform! This book explores a Flash Platform project's life cycle, diving deep into each phase — planning, design, development, build and release, and continued maintenance. This comprehensive guide is for your entire team to refer to during the development process, including business executives, project managers, creative directors, designers, developers, and quality assurance and build engineers, explaining how each role contributes to the overall process. The book also highlights the Adobe applications — Flash Catalyst CS5, Flash Builder 4, Flash Professional CS5 and other Adobe Creative Suite 5 programs — so you can leverage the latest technology to accomplish the task at hand. Whether you're a one-person shop or a large multi-department team, this guide details the process and scales to the key requirements of your project.

About the Authors:

Aaron Pedersen is cofounder of DevelopmentArc and has more than a decade of Web application experience for small startups and Fortune 500 companies. He focuses on user interface technologies, including Adobe Flash Platform (Adobe Flex, AIR) and JavaScript. He has been a lead, planner, and architect on many groundbreaking projects for Lexus.com, Scion.com, Adobe Marketplace, Yahoo Mail Flickr application, and WorkflowLab for Adobe.

James Polanco is a Web application architect and cofounder of DevelopmentArc, focusing on ActionScript development, design patterns, and component implementations. He has worked with such clients as Scion.com, Lexus.com, Toyota.com, Libsyn Podcast Analytics Dashboard, Fake Science Music Store, Industrial Light & Magic, and Adobe Systems. He is an avid blogger, speaker, and researcher with a particular interest in technology implementations, best practices, and analysis of Web enabled tools and technologies.

Doug Winnie is the principal product manager for Adobe Flash Catalyst, Flash Platform Workflow, and WorkflowLab. He is responsible for the integration of Adobe Flash Professional, Flash Catalyst, and Flash Builder, driving the growth of collaborative workflows between designers and developers using the Adobe Flash Platform.

Doug is also an instructor at San Francisco State University and hosts the Adobe TV shows, "ActionScript 1:1 with Doug Winnie" and "Flash Catalyst 1:1 with Doug Winnie." Sumário - Capítulo 1. Introdução; Capítulo 2. Trabalhando com o Bridge; Capítulo 3. Trabalhando com o Photoshop; Capítulo 4. Trabalhando com o Illustrator; Capítulo 5. Trabalhando com o InDesign; Capítulo 6. Trabalhando com o Dreamweaver; Capítulo 7. Flash Catalyst; Capítulo 8. Trabalhando com o Flash Professional; Capítulo 9. Usando vários aplicativos para máxima eficiência; Capítulo 10. Automatizando tarefas rotineiras no CS5; Capítulo 11. Usando os serviços do CS Live. Starling is an ActionScript 3 2D framework developed on top of the Stage3D APIs (available on desktop in Flash Player 11 and Adobe AIR 3). Starling is mainly designed for game development, but could be used for many other use cases. Starling makes it possible to write fast GPU accelerated applications without having to touch the low-level Stage3D APIs. Most Flash developers want to be able to leverage GPU acceleration (through Stage3D) without the need to write such higher-level frameworks and dig into the low-level Stage3D APIs. Starling is completely designed after the Flash Player APIs and abstracts the complexity of Stage3D (Molehill) and allows easy and intuitive programming for everyone. Obviously Starling is for ActionScript 3 developers, especially those involved in 2D game development; of course you will need to have a basic understanding of ActionScript 3. By its design (lightweight, flexible and simple), Starling can be used also be used for other use cases like UI programming. That said, everything is designed to be as intuitive as possible, so any Java™ or .Net™ developer will get the hang of it quickly as well.

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