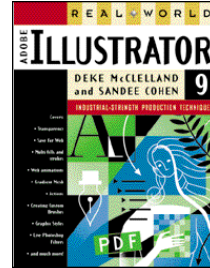
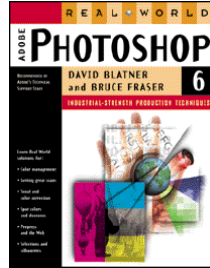
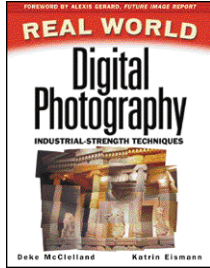


# The Real World Series

## INDUSTRIAL-STRENGTH PRODUCTION TECHNIQUES



### Series Description

Get industrial-strength production techniques from these comprehensive, "under-the-hood" reference books. Written by nationally recognized leaders in digital graphics, Web, and new media, these books offer timesaving tips, professional techniques, and detailed insight into how the software works. Covering basic through advanced skill levels, these books are ideal for print and Web graphics pros.

**BEGINNER TO ADVANCED.**

### Selling Points

- Comprehensive approach is ideal for power users, professionals, and anyone who wants a thorough explanation of their software, what it can do, and how to achieve professional results.
- Authors are nationally recognized leaders in digital graphics, Web, and new media.

### What Reviewers Are Saying

"This is the only book I have ever read which truly teaches the reader how to think the way the program thinks. Here's how it scores:

Reference Material: A+, Quality: A+, Overall: A+."

—Gary P. Fields, Get Info

"This is the Illustrator book. The definitive, everything-you-need-to-know tome about Illustrator."

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"This is incredibly valuable, great stuff, and worth the price of the book many times over. You can hunt high and low and not find this information anywhere else."

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Adobe Technical Support

"Fraser's Real World Photoshop 5s without peer in the world of Photoshop books."

—Jay Nelson, DesignTools Monthly

"This book certainly earns its subtitle as 'The definitive guide to scanning and halftones from the desktop.'"

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"Learn the ins and outs of Adobe Photoshop with this comprehensive manual."

—PC Photo Magazine

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—Dingbat Magazine

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### About the Authors

**DAVID BLATNER** is a Seattle-based consultant specializing in QuarkXPress and Photoshop. He is the author of The QuarkXPress 4 Book and co-author of Real World Photoshop Real World Scanning and Halftones and Real World QuarkXPress. He also writes for Macworld magazine, and lectures around North America and Japan on the subject of desktop publishing.

**JEFF CARLSON** divides his time between his Seattle Web design company, Never Enough Coffee Creations, and writing about design and Internet issues for publications such as Adobe Magazine and TidBITS. Jeff is also the author of Palm Organizers: Visual QuickStart Guide

**KATRIN EISMANN** is a photoimager, artist, educator, and internationally respected lecturer on imaging and the impact of digital technologies on the professional photographer. She co-wrote Real World Digital Photography and two other books with Deke McClelland. Her work has appeared in numerous books and magazines, and her clients include small associations, organizations, conferences, and Fortune 500 companies.

**GLENN FLEISHMAN** writes about Web publishing and electronic commerce from his home in Seattle. Former catalog manager at Amazon.com, Inc., he is a contributing editor at Adobe Magazine and contributes columns and features for The New York Times and Business 2.0 Magazine

**BRUCE FRASER** is a San Francisco-based freelance writer specializing in publishing and color issues. He is a contributing editor for both MacWEEK and MacUser, and is the author of Using Color Management Systems for

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"David knows more about QuarkXPress than just about anyone on the planet."

—Santee Cohen  
*Mac Monitor*

"If you want to really 'understand' QuarkXPress, and appreciate more of the daily work you do, this book is magic. (It's also required reading at Quark, Inc., and many design schools.)"

—Jay Nelson, *Design Tools Monthly*

**PUSHBUTTON COLOR** the definitive industry study on color management systems. He writes and lectures extensively on color publishing issues, and has co-authored several books, including Real World PageMaker 5: Industrial Strength Techniques and How Desktop Publishing Works

**OLAV MARTIN KVERN** is an Illustrator, graphic designer, software developer, and writer. He has won more than 20 awards for documentation design and illustration.

**DEKE MCCLELLAND** is the award-winning author of more than 50 books on computing graphics and electronic publishing. In addition to writing Real World Illustrator 9, the most successful guide to Adobe Illustrator, his bestselling titles include the Web Design Studio Secret, Photoshop for Windows Bible, and Macworld Photoshop Bible. Deke is a contributing editor for Macworld and Publish magazines and hosts the cable TV show Digital Gurus

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