

# *Chapter 1: Introducing the Adobe Creative Suite*

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## *In This Chapter*

- ✓ Looking over InDesign
- ✓ Drawing with Illustrator
- ✓ Introducing Photoshop
- ✓ Getting started with Acrobat
- ✓ Going over GoLive
- ✓ Integrating the programs in the Adobe Creative Suite

**T**he diverse software in the Adobe Creative Suite enables you to create everything from an e-commerce Web site to a printed book of many hundred pages. Each piece of software in the Creative Suite works on its own as a robust tool. However, when you use different programs when working on a single project, it means that you have more room for creativity and exploration, and you have a wider toolset to work with. The Adobe Creative suite unites leading-edge software for Web and print production and allows you to integrate these tools to create powerful and engaging presentations.

In Book I, you discover how the Adobe Creative Suite functions and how you can use it. Many features are consistent among the programs, which makes the software much easier to use. If you're accustomed to using color in Illustrator, then you will also feel comfortable dealing with color in Photoshop or InDesign. Opening and closing panels feels familiar in GoLive after you've used InDesign. Therefore, you can figure out the software quickly, more so than if you were working with a combination of programs from many different software companies. We explore these similarities throughout Book I, show you how to use the interface, and tell you what some of the common terminology means.

## *Introducing InDesign*

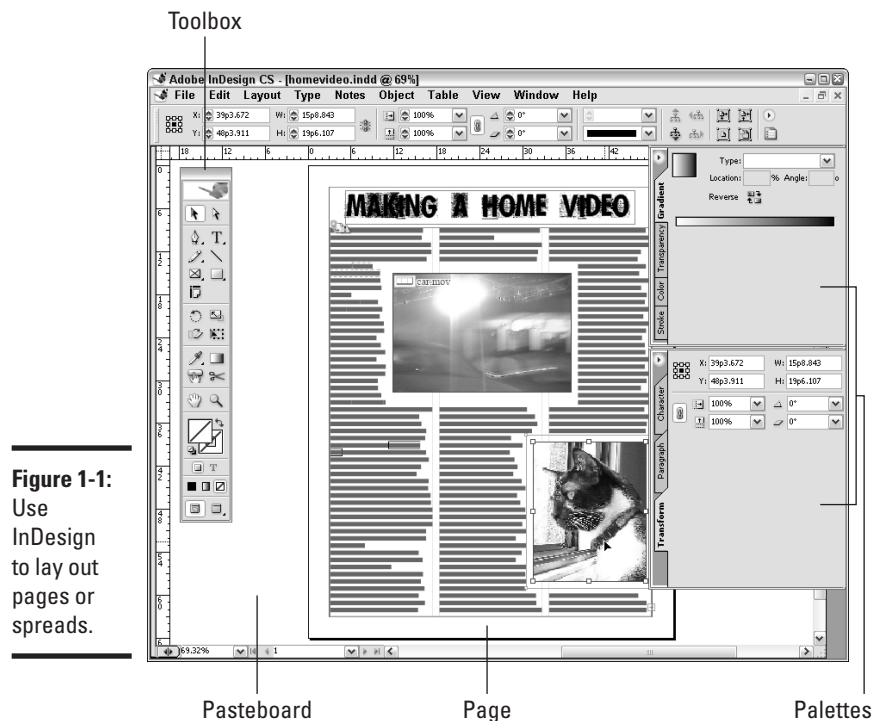
InDesign is a diverse and feature-rich page layout program. Using InDesign, you can create documents with rich typography, unique page layout and

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design, and execute complete control over your images and text. InDesign has many great features, including excellent integration with several other products in the Adobe Creative Suite.

InDesign, shown in Figure 1-1, allows you to accomplish the following:

- ◆ Use images, text, and even rich media to create unique layouts and designs.
- ◆ Export layouts for use in GoLive to create interactive Web sites.
- ◆ Import native files from Photoshop and Illustrator to help build rich layouts in InDesign.
- ◆ Export your work as an entire book, including chapters, sections, numbered pages, and more.
- ◆ Create interactive PDF documents.
- ◆ Create drawings using the basic drawing tools included in the software.



**Figure 1-1:**  
Use  
InDesign  
to lay out  
pages or  
spreads.

InDesign caters to the layout professional, but it's easy enough for even novices to use. You can import tables (say from Microsoft Excel) into your documents alongside existing artwork and images to create a layout. You can even easily import text from Microsoft Word, Adobe InCopy, or simply Notepad (Windows) or TextEdit (Mac). In a nutshell, importing, arranging, and exporting work is a common process when working with InDesign. Throughout this entire process, you have a huge amount of control over your work, whether you're working on a simple one-page brochure or an entire book of 800 pages.

Book II is all about how to get started with InDesign and use it to create and output simple but effective page layouts by importing a variety of media and using the built-in toolset.

## *Using Illustrator for Drawing*

Adobe Illustrator is the industry's leading vector-based graphics software. Aimed at everyone from graphics professionals to Web users, Illustrator allows you to design layouts, logos for print, or vector-based images that can be imported into other programs such as Photoshop, InDesign, or Macromedia Flash. Adobe has also made it much easier to create files quickly by allowing you to save Illustrator documents as templates (so that you can efficiently reuse designs) and by allowing you to have a predefined library and document size.

Illustrator CS even has support for 3D effects that allow you to create 3D shapes and wrap custom bitmap or vector artwork around those shapes. Or you can add three-dimensional bevels to shapes in an Illustrator document. You can add advanced lighting effects to shapes by adding multiple light sources; the brightness of each light source can be individually controlled.

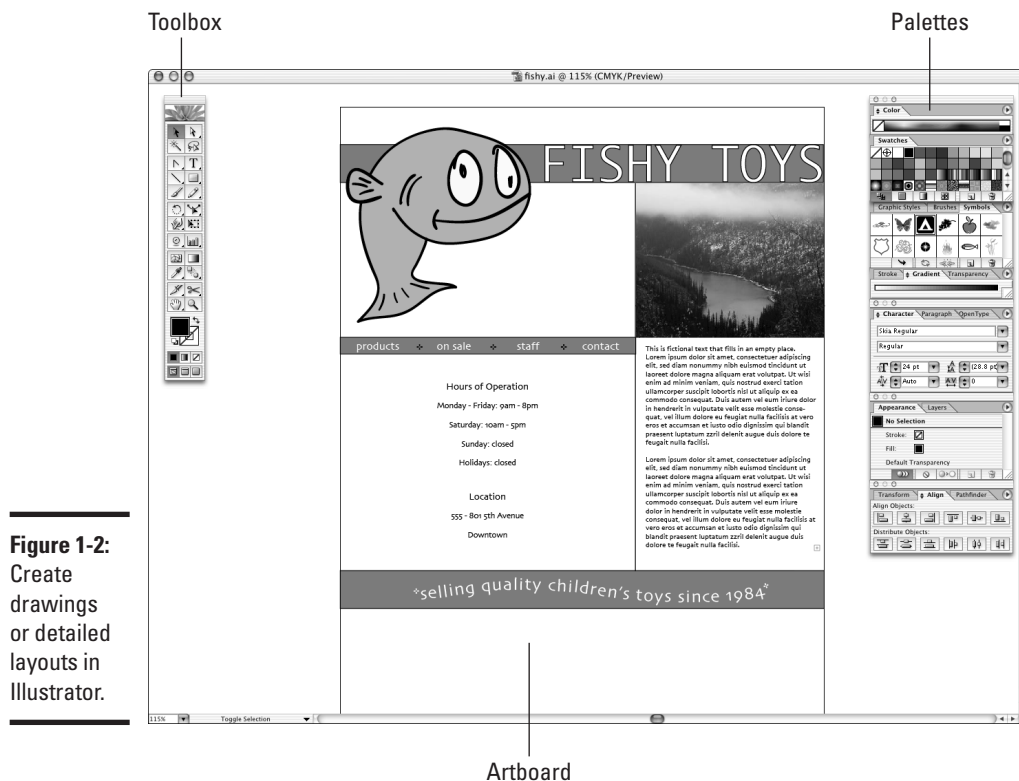
Illustrator also integrates with the other products in the Adobe Creative Suite by allowing you to create PDF documents easily within Illustrator. You can also use Illustrator files in Photoshop, InDesign, and Adobe's special effects program, After Effects. Illustrator, shown in Figure 1-2, allows you to integrate with third-party applications and suites, such as Microsoft Office, by allowing you to export Illustrator files to a format well suited for use with Office products.

Here are some of the things you can create and do when using Illustrator:

- ◆ Create technical drawings (floor plans, architectural sketches, and so on), logos, illustrations, posters, packaging, and Web graphics.
- ◆ Add effects like drop shadows and Gaussian blurs to vector images.
- ◆ Enhance artwork by creating your own custom brushes.
- ◆ Align text along a path so that it bends in an interesting way.

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- ◆ Lay out text into multicolumn brochures — text automatically flows from one column to the next.
- ◆ Create charts and graphs using graphing tools.
- ◆ Create gradients that can be imported and edited in other programs, such as InDesign.
- ◆ Create interesting gradients using the Airbrush tool.
- ◆ Create documents quickly and easily using the existing templates and included stock graphics in Illustrator.
- ◆ Distort images in exciting ways by creating warp and liquefy effects.
- ◆ Save a drawing in almost any graphic format, including Adobe's PDF, PSD, EPS, TIFF, GIF, JPEG, and SVG formats.
- ◆ Save your Illustrator files for the Web by using the Save for Web dialog box, which allows you to output HTML, GIF, JPEG, and even Macromedia Flash SWF files.
- ◆ Save Illustrator files as secure PDF files with 128-bit encryption.



**Figure 1-2:**  
Create  
drawings  
or detailed  
layouts in  
Illustrator.

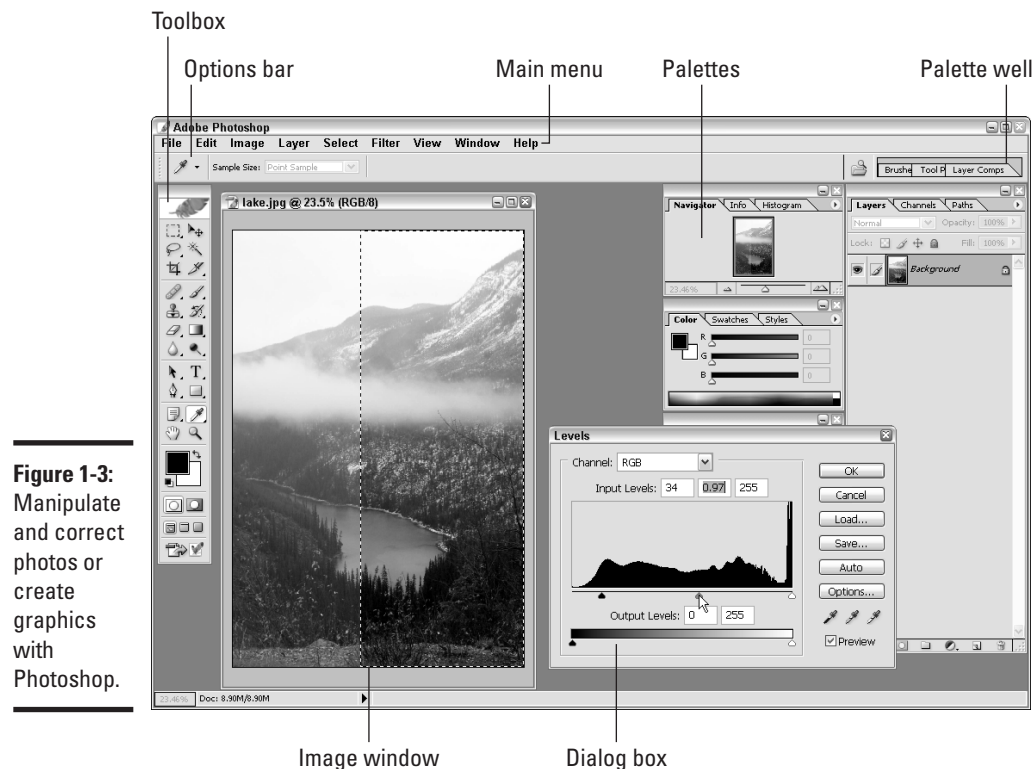
Book III details how to illustrate and create interesting designs using the wide range of drawing tools and controls available in Illustrator. Some of these controls are described in the previous list.

Book I  
Chapter 1

Introducing the  
Adobe Creative  
Suite

## Getting Started with Photoshop

Photoshop, shown in Figure 1-3, is the industry-standard software for Web designers, video professionals, and photographers who need to manipulate bitmap images. Photoshop allows you to manage and edit images by correcting color, editing photos by hand, and even combining several photos together to create interesting and unique effects. Alternatively, you can use Photoshop as a painting program, where you can artistically create images and graphics by hand. Photoshop even includes a file browser that lets you easily manage your images by assigning keywords or allowing you to search the images based on metadata.



## 14 *Working with Acrobat*

Photoshop also allows you to create complex text layouts by placing text along a path or within shapes. The text can be edited after it has been placed along a path, and can even be edited in other programs (such as Illustrator CS). Join text and images together into unique designs or page layouts.

Sharing images from Photoshop is very easy to do. You can share multiple images in a PDF file, create an attractive photo gallery for the Web with a few clicks of the mouse, or upload images to an online photo service. You can preview multiple filters (effects) at once without having to apply each filter separately. Photoshop CS also supports various artistic brush styles, such as wet and dry brush type effects and charcoal and pastel effects.

You can even create Macromedia Flash vector animations by using ImageReady CS, which is used for Web production and is part of Photoshop CS. If you're accustomed to using Macromedia Flash, you will find basic functionality built into ImageReady that can help speed up your workflow between the two programs.

Photoshop also has some great features for scanning. You can scan multiple images at once, and Photoshop is able to straighten each photo and save it as an individual file.



If you have purchased a copy of Photoshop CS, you need to activate the software before you can use it. That means your serial number will have to be verified by Adobe online or by telephone. Photoshop is the only program in the Creative Suite that requires activation. Activation might sound daunting, but it's actually a very simple and quick process. You can always use Photoshop CS as a free trial for 30 days before activating the software. For more information, visit [www.adobe.com/activation/main.html](http://www.adobe.com/activation/main.html).

Book IV shows you the diverse capabilities of Photoshop. From drawing and painting to image color correction, Photoshop has many uses for print and Web design alike.

### *Working with Acrobat*

Acrobat is the only product in the Adobe Creative Suite, apart from Version Cue, that doesn't sport the CS moniker. Only bundled in the Premium edition of the Creative Suite, Acrobat 6.0 Professional is aimed at business and creative professionals.

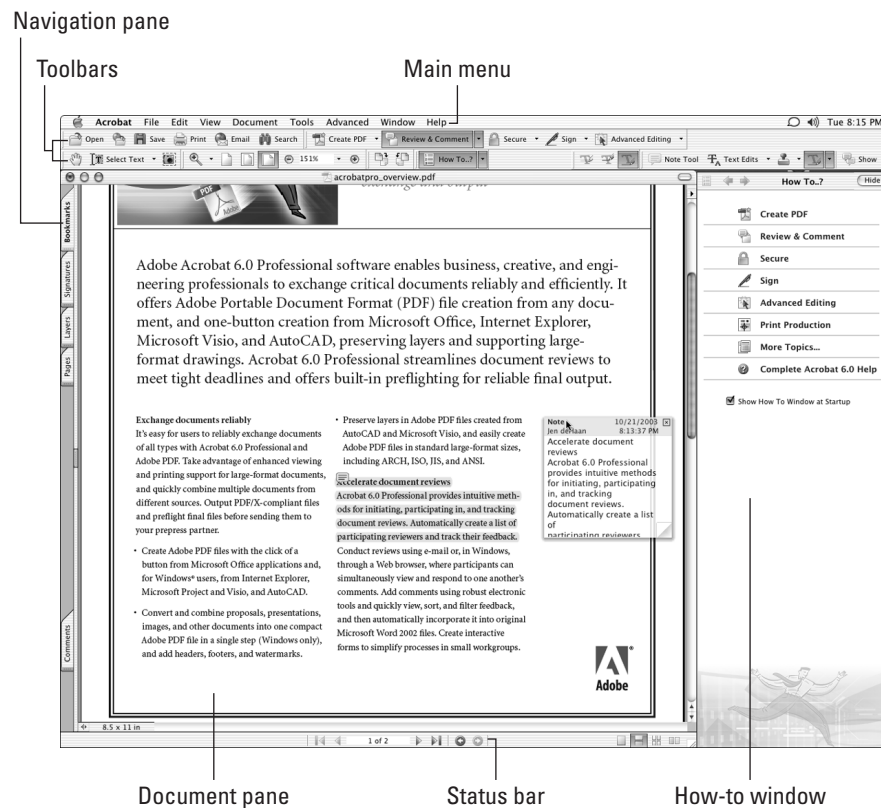
PDF is the file format of Acrobat; a PDF is typically used for saving documents such as books, invoices, documentation, and pamphlets. PDFs are searchable, you can select and copy text in them, and they're a great format for sharing documents. PDFs have a full commenting system where a person reviewing the document can add comments, mark text for editing, or highlight, strikethrough, and underline text selections.

If you have Acrobat, you can “print” PDF files from many other pieces of software, such as Microsoft Word or Excel. This makes it easy to make PDF files from all sorts of programs of all kinds of content. Even though you must have Adobe Acrobat, Illustrator, InDesign, or selected other programs to create Portable Document Format (PDF) files, anybody with the free Acrobat Reader can view the PDFs.

Use Acrobat, shown in Figure 1-4, to perform some of the following tasks:

- ◆ Create interactive forms that can be filled out online.
- ◆ Allow users to embed comments within the PDF files to provide feedback. Comments can then be compiled from multiple reviewers and viewed in a single summary.
- ◆ Create PDF files that can include MP3 audio, video, or SWF files.
- ◆ Combine multiple files into a single PDF and include headers and footers, as well as watermarks.
- ◆ Create secure documents with encryption.

**Figure 1-4:**  
Create,  
modify, and  
comment  
on PDF  
documents  
using  
Acrobat.



## 16 *Introducing GoLive*

Book V is all about Acrobat and PDF creation. Check out this minibook if you intend to create or edit PDF documents.

### *Introducing GoLive*

GoLive is used to create professional Web sites quickly and efficiently, without the need to know or understand HTML (HyperText Markup Language). You can work with a visual authoring workspace (commonly known as a *Design view*), or you can work in an environment where you work with the code. You can also work with both modes side by side. GoLive enables you to set up entire Web sites of multiple pages on your hard drive, and then upload them to a Web server. It also allows you to create a bunch of formatting settings, such as CSS styles. GoLive streamlines the Web site creation process, and makes it a lot quicker than writing HTML code by hand.

GoLive has built-in support for CSS (Cascading Style Sheets). CSS is a language that allows you to format parts of your Web pages, such as the color and style of text. CSS can also help you control the layout of the elements on your Web pages and offers a much more efficient way of controlling styles than other ways using HTML. GoLive supports other Web standards, such as Section 501, XHTML, and SVG, enabling you to build Web sites for mobile devices and sites that must be standards-compliant and/or accessible.

You can use guides and grids to lay out the elements on your pages in a visual and hands-on way. A very simple Web page layout is shown in Figure 1-5.

GoLive allows you to incorporate layouts and elements for your Web sites that were created in other programs such as InDesign or Photoshop. The process of moving between the programs in the Adobe Creative Suite is quick and seamless. You can package up a page or series of pages from InDesign and move to GoLive to prepare the work for the Web. You can even import layered Photoshop files into GoLive.

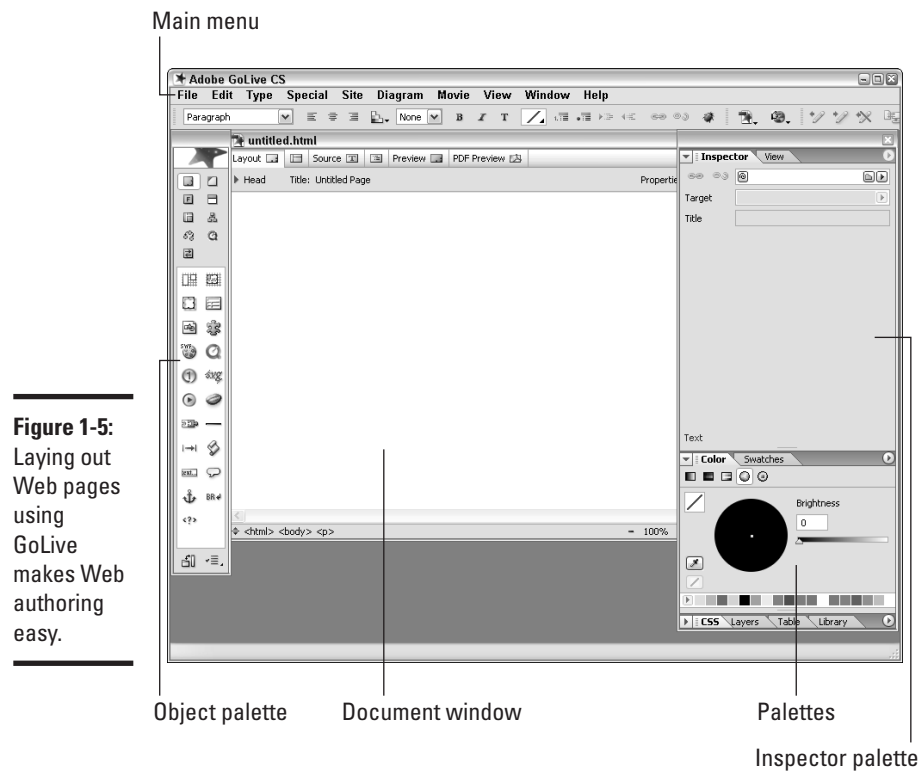
Finally, GoLive introduces a new tool called Co-Author. Co-Author enables you to design Web sites with templates, which allows your clients or Web site contributors to upload new content to the site without anyone having to actually build new pages.



If you're familiar with Macromedia Contribute, Co-Author is quite similar to Contribute in several ways. Both programs have a similar purpose (allowing people who aren't Web designers or programmers to upload content to a site), although each software package has different ways of achieving that result. Both programs are approximately the same price, and have free trials available.

Go to Book VI to find out how to use GoLive to create exciting Web sites that include text, images, and multimedia. You'll be up and running in no time!





**Figure 1-5:**  
Laying out  
Web pages  
using  
GoLive  
makes Web  
authoring  
easy.

Book I  
Chapter 1

Introducing the  
Adobe Creative  
Suite

## Integrating Software and Version Cue

With so many great pieces of software in a single package, it's only natural that you will want to start using the programs together to build exciting projects. You might want to design a book using InDesign, and then create a Web presence for that content in GoLive. Similarly, you might want to take a complex PDF file and make it into something that everyone can view online. Or you might create a layout design in Illustrator and integrate it into a page layout that you continue building in InDesign. All the tools in the Creative Suite are built to work together, and achieving the tasks described previously suddenly becomes much easier to do.

### Benefiting from integration

Integrating software is typically very advantageous to anyone. Integration allows you to streamline the workflow between programs and sometimes team members. If you wanted to create a Web site from an InDesign document, you would need to do a lot of preparation to get the file(s) ready to work with GoLive. However, tools exist that package up the files for you and

## 18 *Integrating Software and Version Cue*

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prepare them for GoLive. If you wanted to prepare Photoshop files for the Web, you would also have to do a lot of manual work in order to prepare the documents. However, when you import a PSD file into GoLive, the layers are automatically translated into code and prepared for the Web.

Therefore, the integration features included in the Creative Suite do a lot of the work for you. Tools exist so that you can import native files (such as Photoshop PSD files or Illustrator AI files) and take advantage of the better quality or more detailed information these file formats offer.

### *Using Version Cue*

Version Cue is a new technology included with the Adobe Creative Suite and works with InDesign, Illustrator, Photoshop, and GoLive. Version Cue allows you to manage your files when you're working on a project. This software is particularly useful for file management if you're working with a team, because it helps you make sure that you're working with the most recent version of the file. Version Cue also allows you to add comments and notes about the files you're working on.

Version Cue allows you to save versions of files and even see previews of the files and search the contents of your files before opening them up. Version Cue also helps control who is working on a file at any given time. If someone else is working on a file, the software will warn you that you're attempting to open a file that is currently being edited. Version Cue is a very useful and time-saving tool that you can take advantage of, no matter what kind of project you're working on.