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Adobe Photoshop Classroom in a Book (2022 Release) - Conrad Chavez 2021-12-27
"Contains 15 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"--Page 4 of cover.
Cookin' Time with 13 O'Clock - Jenny Ashford 2021-06-24
Back in 2016, a pair of weirdos-writer and graphic designer Jenny Ashford, and Army veteran and former cook Tom Ross-decided to start a silly podcast-slash-YouTube-show called 13 O'Clock about poltergeists, true crime, and creepy historical mysteries. All well and good, but as the show progressed and mutated, the weirdos noticed that they kept going off on lots (and LOTS) of tangents, and many of those tangents were food-related. "So why don't you guys write a cookbook?" some listeners asked. And the weirdos replied, "Why the hell not?" You now hold the results of this completely random series of events in your meaty little hands. Mmm, meat. Featuring everything from artery-clogging Southern

staples to delicious Chinese, Korean, and Indian favorites; from luscious desserts to fun, boozy cocktails, Cookin' Time is an idiosyncratic journey through Tom and Jenny's cooking and eating lifestyle, with entertaining digressions about the dishes, courtesy of Tom's unique sensibilities (let's phrase it like that). So crack open this legendary tome and get ready to cook some stuff up with 13 O'Clock.
InDesign CS5.5 - Edimatica 2011-08-04T00:00:00+02:00
InDesign è la soluzione Adobe per l'impaginazione professionale, studiata per ottimizzare i flussi di lavoro e la creatività dei grafici, e ormai affermata come standard per la produzione di materiali per la stampa.La versione Creative Suite 5.5 introduce numerose novità volte a rispondere alle esigenze dei professionisti alle prese con il nascente mercato editoriale digitale: dall'impaginazione tradizionale si passa ad affrontare le problematiche legate alla realizzazione di ebook in formato ePub, fino alla creazione di applicazioni e pubblicazioni interattive, arricchite da video e audio.Il manuale, dopo l'analisi della rinnovata interfaccia e gli aspetti basilari di InDesign CS5.5, focalizza l'attenzione sulle funzionalità

avanzate che consentono di ottimizzare il flusso di lavoro e sviluppare progetti di comunicazione facilmente adattabili a dispositivi mobili come ereader, smartphone e tablet.

Adobe Illustrator CC For Dummies - David Karlins 2020-01-29
Get to know your digital drawing board Adobe Illustrator CC offers a vibrant tool for creating drawings and illustrations in a digital environment. It takes some practice to get a feel for the digital pens, pencils, paintbrushes, and erasers, though. Adobe Illustrator CC For Dummies offers the guidance you need to turn your ideas into real drawings. Written by an Illustrator trainer and expert, this book walks those new to the tool through the basics of drawing, editing, and applying the unique tools found in this popular program. Create illustrations using simple shapes Touch up images using pen, pencil, and brush tools Import your illustrations into other graphic apps Apply special effects and add type This book is essential reading for new and beginning illustrators who are either adopting a digital tool for the first time, switching from an existing tool to Illustrator, or adding Illustrator know-how to existing Adobe knowledge.

EPUB 3 Best Practices - Matt Garrish 2013-01-24
Ready to take your ebooks to the next level with EPUB 3? This concise guide includes best practices and advice to help you navigate the format's wide range of technologies and functionality. EPUB 3 is set to turn electronic publishing on its head with rich multimedia reading experiences and scripted interactivity, but this specification can be daunting to learn. This book provides you with a solid foundation. Written by people involved in the development of this specification, EPUB 3 Best Practices includes chapters that cover unique aspects of the EPUB publishing process, such as technology, content creation, and distribution. Get a comprehensive survey of accessible production features Learn new global language-support features, including right-to-left page progressions Embed content with EPUB 3's new multimedia elements Make your content dynamic through scripting and interactive elements Work with publication and distribution metadata Create synchronized text and audio playback in reading systems Learn

techniques for fixed and adaptive layouts

Drinking with Dragons - Sarah Dahlinger 2021-06-30
Let these dragons guide you through the world of cocktails! Drinking with Dragons was created in conjunction with Smaugust, an online drawing event. A new day. A new dragon. A new cocktail! Drinking with Dragons is designed for both experienced and beginner mixologists in mind. The recipes are easy to follow and the instructions have been simplified to make it easy for everyone to make tasty drinks in their own homes. Cheers and enjoy!

GREP in InDesign - Peter Kahrel 2008-10-27
Updated: June 2015. Author Peter Kahrel updated this Short Cut to cover InDesign CC. Several examples have been added, and most examples are now analysed in more detail. Updated: August 2010. Author Peter Kahrel updated this Short Cut to cover InDesign CS5. Updated: November 2009. Author Peter Kahrel updated this Short Cut to address typos and reader comments. GREP (short for "General Regular-Expression Print") is a powerful tool that lets you use wildcards ("jokers") to search and replace text. InDesign's GREP implementation can be used for text and also for formatting codes, finding patterns in text as well as literal text. GREP moves beyond the restrictions that hampered earlier InDesign search features, but unfortunately it does have the reputation of being difficult to master. As with many things, it can be challenging to learn, but, fortunately, a lot can be done with surprisingly simple expressions. The aim of this Short Cut is to show how to create simple but powerful regular expressions.

ePub-Crea eBook per iPad e altri eReader - Elizabeth Castro 2011-06-30
L¿eBook che rivela tutti i trucchi e i segreti dell¿editoria digitale di qualità con ePub!

Adobe Dreamweaver CC Classroom in a Book (2017 Release) - Jim Maivald 2017-01-25
Creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Dreamweaver CC (2017 release) choose Adobe Dreamweaver CC Classroom in a Book (2017 release) from the best-

selling series of hands-on software training workbooks from Adobe Press. The 14 project-based lessons in this book show users step-by-step the key techniques for working in Dreamweaver. Learn how to create webpages for the modern web; use and customize web frameworks to build responsive designs for a wide variety of desktop computers and mobile devices with a minimum of hand coding; incorporate graphics, text, animation, and video; build rich interactive applications; add links to text and images; add interactive elements to your sites, such as HTML5-compatible video and animation; work with HTML5 and CSS3 code and structures; and publish a finished site to the web. The online companion files include all the necessary assets for readers to complete the projects featured in each chapter as well as ebook updates when Adobe releases new features for Creative Cloud customers. All buyers of the book get full access to the Web Edition: a Web-based version of the complete ebook enhanced with video and interactive multiple-choice quizzes. As always with the Classroom in a Book, Instructor Notes are available for teachers to download.

Guida ePUB. Creare, pubblicare, promuovere un e-book a costo zero - Fabio Carbone 2019-11-23
La guida per creare e-book nel formato EPUB a costo zero che cercavi. Apprendi passo dopo passo tutto ciò che ti occorre sapere per creare, pubblicare e promuovere il tuo libro digitale. Il manuale ti trasformerà in un perfetto self-publisher e ti farà vivere la soddisfazione di essere riuscito a pubblicare il tuo libro in autonomia. Apprendi come si costruisce un e-book EPUB dalla A alla Z, scopri le strategie migliori per pubblicizzare il libro a costo zero, pubblica il libro sulle migliori piattaforme e fai diventare la tua opera un libro venduto internazionalmente. A chi è destinata questa guida EPUB? A chiunque voglia creare ebook in autonomia per risparmiare sui costi di produzione: - Scrittori/Scrittrici - Fotografi/e - Professionisti/e - Studenti/Studentesse - Produttori di contenuti multimediali - Per imparare qualcosa di nuovo - Per arricchire il bagaglio delle competenze personali/professionali Cosa puoi mettere in un ebook EPUB: - Romanzi - Raccolta di racconti o poesie - Manuali tecnici - Tesi di laurea - Testi aziendali ad uso interno -

Cataloghi commerciali - Libri fotografici - Raccolte di fotografie digitali dei tuoi figli - Libro digitale dei tuoi dipinti e sculture esposti in una mostra e/o in una galleria d'arte - Libro di famiglia La guida, inoltre, nasce aggiornata alle ultime specifiche EPUB 3.2, e viene fornita con numerosi esempi e tantissimo codice pronto all'uso. Ti verrà fornito anche un EPUB pronto da usare, nel quale dovrai solo copiare il testo, le immagini e le eventuali tabelle del tuo libro digitale. In fine. Il corso dedicato alla creazione dei libri digitali è una guida aperta che si arricchisce continuamente di nuovi contenuti, e viene aggiornato con le ultime novità sullo standard EPUB evitando che il testo diventi "vecchio" (numerosi gli aggiornamenti avvenuti nel corso del 2020, 2021, 2022).

Adobe Premiere Pro CS6 Classroom in a Book - Adobe Creative Team 2012-07-06
Those creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Premiere Pro CS6 choose Adobe Premiere Pro CS6 Classroom in a Book from the Adobe Creative Team at Adobe Press. The 19 project-based lessons in this book show readers step-by-step the key techniques for working in Premiere Pro CS6. Readers learn to take a project from beginning to end where they'll get the basics on things like organizing media, using audio, creating transitions, producing titles, and adding effects. Once they have the basics down, they'll learn how to take their projects further by sweetening and mixing sound, compositing the footage, adjusting color, using multicamera editing techniques, authoring DVDs, and much more. This completely revised CS6 edition covers new features, including the Warp Stabilizer effect for stabilizing uneven, shaky footage. Powerful new trimming techniques are explored in detail and an entire chapter covers the new expanded multicamera editing features. The new interface in Adobe Premiere Pro 6 offers many new capabilities to the editor who needs quick results and this book covers the workflows required to get the job done. Best of all, the companion DVD includes lesson files so readers can work step-by-step along with the book. "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: If you experience any issues accessing the files on the DVD please contact ask@peachpit.com to receive a link to the online file downloads

DC Horror Presents: Soul Plumber (2021-) #5 - Marcus Parks 2022-02-15
The arrival of the Els by spaceship 19 years earlier was a pivotal moment for the kingdom, and a prophecy was born! But what were those early years like for the Els, and how did they come to be monarchs of the kingdom? And what catastrophic event triggered everything that was to follow?

Adobe Illustrator 9.0 - 2000
Showcases the computer graphics program's updated features while demonstrating fundamental and advanced Illustrator concepts and displaying professionally designed projects.

Adobe Photoshop CC Classroom in a Book (2018 release) - Andrew Faulkner 2017-12-22
Creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Photoshop choose Adobe Photoshop CC Classroom in a Book (2018 release) from Adobe Press. The 15 project-based lessons show key step-by-step techniques for working in Photoshop, including how to correct, enhance, and distort digital images, create image composites, and prepare images for print and the web. In addition to learning the essential elements of the Photoshop interface, this revised edition for the 2018 release covers features like search capabilities, Content-Aware Crop, Select and Mask, Face-Aware Liquify, designing with multiple artboards, creating and organizing enhanced brush presets, and much more! The online companion files include all the necessary assets for readers to complete the projects featured in each chapter as well as ebook updates when Adobe releases relevant new features for Creative Cloud customers. 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.

JavaScript for Indesign, 2nd Edition - Peter Kahrel 2019-09-30
Learn how to automate tasks in Adobe InDesign using JavaScript (and ExtendScript) with this guide that covers the fundamentals and beyond. Explore the InDesign Object Model and how to build page objects, style text, manipulate tables and frames. This is the essential guide for anyone who wants to get started with scripting InDesign.

Adobe InDesign CS6 Classroom in a Book - Adobe Creative Team 2012-05-25
Creative professionals seeking the fastest, easiest, most comprehensive way to learn InDesign CS6 choose Adobe InDesign CS6 Classroom in a Book from the Adobe Creative Team. The 16 project-based lessons show readers step-by-step the key techniques for working with InDesign CS6. Readers learn what they need to know to create engaging page layouts using InDesign CS6. This completely revised CS6 edition covers the new tools for adding PDF form fields, linking content, and creating alternative layouts for digital publishing. The companion CD includes all the lesson files that readers need to work along with the book. This thorough, self-paced guide to Adobe InDesign CS6 is ideal for beginning users who want to master the key features of this program. Readers who already have some experience with InDesign can improve their skills and learn InDesign's newest features. "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. All of Peachpit's

eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for "Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

Living Full Cookbook - Lisa Platero Brown 2021-08-02
In the Living Full Cookbook, Dr. Lisa Platero Brown brings over 100 family-inspired recipes that are delicious and crave-worthy. Be comforted by hearty meals like bison and bacon chili, blue corn berry pancakes, red chili enchiladas, and stuffed Hatch green chile burgers. Lighter fare like cauliflower pizza crust and coconut curry shrimp bowls are destined to become go-to dishes. Enjoy fun twists on kid-friendly snacks, classic sides, gluten-free friendly desserts, and energizing beverages. You'll also find Lisa's spin on Native American foods like lamb vegetable stew and fry bread. These recipes are flexible and are accompanied by a toolbox full of guides and tips for serving, hosting, menu planning, and shopping. Lisa grew up on the Navajo Reservation in New Mexico where family meals were a lifeline for unconditional love, support, and homemade food that satisfied both the appetite and the heart. Lisa is the Founder of Living Full Company. Her passion is to strengthen the family connection and see families thrive through the power of gathering for family meals.

Adobe Dreamweaver Classroom in a Book (2020 release) - Jim Maivald 2020-02-06
Adobe Dreamweaver CC Classroom in a Book (2020 release) is the best-selling guide to Adobe's powerful web design application, fully updated. The 12 project-based lessons in this book show students step-by-step everything they need to know in order to create a professional website without having to write code by hand. Because it's often useful to understand the code underlying a web site, the book starts with primers on HTML and CSS (the building blocks of website code) and shows students how to plan a web site. They then learn to design individual web pages, adding styled text, images, and interactive elements to make their designs attractive and engaging. Along the way, the book provides guidance and best practices for working with code, and in the end shows how to publish a finished site to the Web. The online companion files include all the necessary assets for students to complete the projects featured in each chapter as well as eBook updates when Adobe releases new features for Creative Cloud customers. And all buyers of the book get full access to the Web Edition: a Web-based version of the complete eBook enhanced with video and interactive multiple-choice quizzes.

Yiayiá's Kitchen - Jasmin Frangos 2020-12-03
Yiayiá's Kitchen is an exploration of Greek culture, connecting with people and food, and a record of the unwritten recipes of Greek food from the author's childhood. Packed with recipes, kitchen tips and tricks, plus family anecdotes that make you yearn for the seemingly lost art of connecting with the people around you, Yiayiá's Kitchen is a book that will become a part of your kitchen and your family.

Self-publishing lab - Rita Carla Francesca Monticelli 2020-05-30
Stai scrivendo un libro? O magari lo hai già scritto e vorresti farlo arrivare ai lettori? E se diventassi tu l'editore del tuo libro? L'autoeditoria (self-publishing) è un modello editoriale in cui la figura dell'autore e quella dell'editore coincidono. L'autoeditore (self-publisher), infatti, gestisce tutte le fasi di realizzazione di un prodotto editoriale dalla sua ideazione iniziale fino alla sua promozione nel mercato, anche attraverso la collaborazione con professionisti del settore. Per questo motivo il mestiere dell'autoeditore racchiude in sé tre ruoli: autore, editore e imprenditore. Se stai pensando di diventare un autoeditore, se lo sei già, ma sai di avere ancora qualcosa da imparare (perché c'è sempre qualcosa da imparare), o se semplicemente, anche solo per curiosità, vuoi conoscere questo mestiere, questo è il libro che fa per te. -- Ulteriori informazioni su "Self-publishing lab. Il mestiere dell'autoeditore" -- Oltre a introdurre il concetto di autoeditoria e

autoeditore, questo libro ti guiderà attraverso tutte le fasi di lavoro svolte dai tre ruoli di questo mestiere, affinché la tua idea diventi un libro che può raggiungere i tuoi lettori target. Autore, che si occupa della creazione del manoscritto: - ideazione del prodotto editoriale (genere, argomento, dimensioni); - programmazione dell'attività di scrittore sul breve e lungo termine; - scelta degli strumenti per scrivere; - preparazione alla scrittura; - organizzazione del tempo da dedicare alla scrittura; - ricerca dell'ispirazione; - miglioramento dell'arte e della tecnica; - scrittura; - pre-promozione e attività pre-editoriali; - finanziamento del progetto; - gestione delle critiche. Editore, che gestisce la trasformazione del manoscritto in prodotto editoriale: - selezione dei collaboratori; - revisione del manoscritto; - preparazione degli altri contenuti testuali del libro; - formattazione del testo; - realizzazione della copertina; - descrizione del libro; - individuazione dei generi e dei sottogeneri; - creazione dell'ebook; - selezione e utilizzo delle piattaforme di pubblicazione e distribuzione (Kindle Direct Publishing, Kobo Writing Life, centro partner di Google Play Libri, Apple Books, aggregatori nazionali e internazionali); - determinazione del prezzo del libro; - creazione dell'edizione cartacea; - creazione dell'audiolibro; - traduzione in altre lingue; - altre informazioni utili (ISBN, protezione del diritto d'autore, aspetti fiscali); - approfondimento su Amazon. Imprenditore, che consente al prodotto editoriale di giungere ai lettori: - definizione del brand come autore; - pre-promozione, fidelizzazione e passaparola; - lancio del libro; - scrittura e diffusione di un comunicato stampa; - richieste di recensioni su blog e testate giornalistiche; - realizzazione di booktrailer, podiobook, presentazioni video; - sfruttamento di strumenti promozionali (blog tour, guest post, articoli su web magazine, ebook gratuiti, podcast, blog, video blog e tanto altro); - sfruttamento dei social network a scopo promozionale (Facebook, Twitter, Goodreads e tutti gli altri); - sfruttamento degli eventi offline (presentazioni, conferenze, fiere); - strategie di pubblicazione (libri autoconclusivi, romanzi a puntate, serie, serial, cicli, frequenza di pubblicazione); - strategie per campagne pubblicitarie su Facebook; - informazioni sul funzionamento di Amazon Advertising.

Inoltre, ti illustrerà le interazioni esistenti tra l'autoeditoria e l'editoria tradizionale (cessione di alcuni diritti, autori ibridi), fornendoti gli elementi necessari per valutare una proposta di pubblicazione. Questo libro è rivolto agli autori che scrivono i propri libri, quindi senza avvalersi di ghostwriter. Il contenuto di questo libro è aggiornato al febbraio 2022.

InDesign CS6 - Edimatica Edimatica 2012-09-18T00:00:00+02:00 InDesign è la soluzione Adobe per l'impaginazione professionale, studiata per ottimizzare i flussi di lavoro e la creatività dei grafici e ormai affermata come standard per la produzione di materiali per la stampa. Questo piccolo manuale è una guida alla versione CS6 del software. Un capitolo dopo l'altro si potrà esplorare l'interfaccia, padroneggiare le impostazioni essenziali e conoscere gli strumenti necessari per iniziare a progettare layout accattivanti. Senza dimenticare un'introduzione alle problematiche legate alla realizzazione di ebook.

Adobe Illustrator Classroom in a Book (2020 release) - Brian Wood 2019-12-27

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.

Post-Digital Print - Alessandro Ludovico 2019-04-23
Digital technology is now a normal part of everyday life. The mutation of music and film into bits and bytes, downloads and streams is now taken for granted. For the world of book and magazine publishing however, this transformation has only just begun. Still, the vision of this transformation is far from new. For more than a century now, avant-garde artists, activists and technologists have been anticipating the development of networked and electronic publishing. Although in hindsight the reports of the death of paper were greatly exaggerated, electronic publishing has now certainly become a reality. How will the analog and the digital coexist in the post-digital age of publishing? How will they transition, mix and cross over? In this book, Alessandro Ludovico rereads the history of the avant-garde arts as a prehistory of cutting through the so-called dichotomy between paper and electronics. Ludovico is the editor and publisher of Neural, a magazine for critical digital culture and media arts. For more than 20 years now, he has been working at the cutting edge (and the outer fringes) of both print publishing and politically engaged digital art.
UNESCO ICT Competency Framework for Teachers - UNESCO 2018-10-29
UNESCO developed the ICT Competency Framework for Teachers (ICT CFT) as a tool to guide pre and in service teacher training on the use of ICTs across the education system. The ICT CFT is intended to be adapted to support national and institutional goals by providing an up-to-date framework for policy development and capacity building in this dynamic area. The ICT Competency Framework for Teachers (ICT CFT) Version 3 is a response to recent technological and pedagogical developments in the field of ICT and Education, and incorporates in its structure inclusive principles of non-discrimination, open and equitable information accessibility and gender equality in the delivery of education supported by technology. It addresses the impacts of recent technological advances on education and learning, such as Artificial Intelligence (AI), Mobile Technologies, the Internet of Things and Open Educational Resources, to support the creation of inclusive Knowledge Societies. [Publisher summary, ed]

Clive Barker's Books of Blood: Volume One (Movie Tie-In) - Clive Barker 2020-09-29
THE INSPIRATION FOR THE HULU ORIGINAL FILM Rediscover the true meaning of fear in this collection of horror stories from Clive Barker, New York Times bestselling author and creator of the Hellraiser series. Everybody is a book of blood; wherever we're opened, we're red. In this tour de force collection of brilliantly disturbing tales, Clive Barker combines the extraordinary with the ordinary, bringing to life our darkest nightmares with stories that both seduce and devour. As beautiful as they are terrible, the pages of this volume are stained with unsettling imagery, macabre humor, and visceral dread. Here then are the stories written on the Book of Blood. Read, if it pleases you, and learn.... This Volume includes: "The Book of Blood" • "The Midnight Meat Train" • "The Yattering and Jack" • "Pig Blood Blues" • "Sex, Death and Starshine" • "In the Hills, the Cities"
Viral Video. Content is king, distribution is queen. Social video advertising: discover the most advanced industry techniques to make a Youtube video go viral - Dario Caiazzo 2013-06-24
Viral Video, Content is King, Distribution is Queen is the first publication that examines the techniques and the methodologies to be used to become experts in online advertising, but above all reveals what are the 7 golden rules that you must follow to make a video become viral: to make sure it spreads, it propagate through the network attracting an increasing number of contacts, views and shares.From the choice of content, distribution channel, the right engagement time to reachdifferent audiences to the confidential "Techniques Jedi" and the ingredients of the "Mojito Mix" this book offers five valuable tips for optimizing video distribution and to reach that tipping point beyond which one can speak of viral-hit and interaction between brands, messages, and online and offline public Viral Video is a user manual for media agencies, clients and creative or just curious who want to understand what are the secrets to promote a branded content on the Internet or to understand the World of Viral Videos.

Pure Profit Planner - Nadia Finer 2016-09-11
If you're sick of working all the hours for tiny profits, then this is the planner for you.More than just helping you focus and get organised, it has been designed to actually help you make more money in your business.I tried so many planners, it was becoming an obsession. As a business coach, I know all about growing businesses, and yet, the planners I tried were either too wishy washy, too fluffy, or waaay too boring.So, I hired a designer and made my own profit pumping planner.Rather than keeping it to myself, I'm sharing it with you, so you can ramp up your revenue too.Here's what's included:Section 1: Review the past year; what worked and what didn't! Section 2: Your vision for the year ahead Section 3: Profit Planning - month by month, week by week Section 4: End of Year Review Each month's section features:Planning tool to help you set goals and focus on how to make them happen Goal tracker to keep you motivated and focussed Monthly to do list Customers and Project tracker - track what's important Weekly planning tool to help you track goals, leads, money making activities, things to delegate, successes and money in and out Weekly journal with to do list, key focus and scheduler - dividing the day into 3 key chunks. Each section has a purpose. To help you beat overwhelm. And focus on growing that business of yours.I hope you love using it as much as I do!Nadia xx

World Wide Waste: How Digital Is Killing Our Planet⸺and What We Can Do About It - Gerry McGovern 2020-03-13
Speaking out when it's unpopular. Back in the day, Henry David Thoreau raged at the robber barons-the big shots of their age, despoiling the environment in the name of progress. Deep in the throes of the seemingly unstoppable growth of tech, a modern-day Thoreau has emerged in the guise of Gerry McGovern-decrying the massive, hidden negative impacts of tech on the environment. McGovern has thoroughly documented in World Wide Waste how tech damages the Earth-and what we should be doing about it. It is not just the acres of discarded computer hardware conveniently dumped in Third World countries. Every time an email is downloaded it contributes to global warming.

Every tweet, search, check of a webpage creates pollution. Digital is physical. Those data centers are not in the Cloud. They're on land in massive physical buildings packed full of computers hungry for energy. It seems invisible. It seems cheap and free. It's not. Digital costs the Earth.

Guadagnare con gli Infoprodotti. Avviare un'Attività di Vendita Online dalla Creazione del Prodotto alla Distribuzione Digitale. (Ebook Italiano - Anteprima Gratis) - FRANCESCO NAPOLITANO 2014-01-02
Programma di Guadagnare con gli Infoprodotti Avviare un'attività di Vendita Online dalla Creazione del Prodotto alla Distribuzione Digitale COME CREARE UN INFOPRODOTTO Come scegliere il formato più adatto per la corretta fruizione del contenuto del tuo infoprodotto. Formati proprietari e formati aperti: cosa sono e quali conviene usare. Come invogliare all'acquisto del tuo infoprodotto attraverso mirate strategie di marketing. COME VENDERE GLI INFOPRODOTTI Come creare un sito web per la vendita del tuo prodotto. Come offrire ai propri clienti una connessione sicura al riparo dagli spyware. Come offrire agli utenti un link diretto per download del tuo prodotto. COME PROMUOVERE GLI INFOPRODOTTI Come offrire visibilità immediata al tuo sito web. Come sfruttare al meglio la pubblicità a pagamento di Google Adwords. Come riuscire a conquistare la prima pagina di Google. Come creare una pagina promozionale su Facebook. COME GESTIRE IL DIRITTO D'AUTORE Copyright e Copyleft: cosa sono e in cosa si differenziano. Come apporre il copyright su un infoprodotto. Che cosa sono le licenze Creative Commons e come utilizzarle.

Adobe InDesign 2.0. Classroom in a Book. Englische Ausgabe. - Adobe 2002

WordPress from A to W - Roberto Travagliante 2012-08-17
From the founder of "Il Bloggatore" (one of the most important websites on computer and information technology in Italy), the definitive guide you need to discover the secrets of WordPress and create a successful blog. An exciting journey that will allow you to know everything about WordPress and the wonderful world of blogging. 15 chapters (over 200

pages) with containing detailed information to fully enter into the world of blogs! With WordPress from "A" to "W," you will be able to: - create your blog now, using a solid CMS like WordPress - discover the strengths of WordPress and configure it to get your successful blog - gain appreciation of users and improve your online presence - make money with your blog Clearly written and well organized, this edition is designed to meet the needs of everyone, from novice bloggers to most experienced webmasters! More info: http://www.travagliante.com

Adobe Photoshop CC Classroom in a Book (2019 Release) - Andrew Faulkner 2018-11-19
Creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Photoshop choose Adobe Photoshop CC Classroom in a Book (2019 release) from Adobe Press. The 15 project-based lessons show key step-by-step techniques for working in Photoshop, including how to correct, enhance, and distort digital images, create image composites, and prepare images for print and the web. In addition to learning the essential elements of the Photoshop interface, this revised edition for the 2019 release covers features like the new Frame tool, designing reflected and radial art with Paint Symmetry, correcting mistakes with updated Undo, Navigating the redesigned Home screen, removing objects with upgraded Content-Aware Fill, saving time with simplified editing and transformations, and much more! 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.

Work for Money, Design for Love - David Airey 2012-10-26
Unlike other dry business books, this refreshing, straightforward guide from Logo Design Love author and international designer David Airey answers the questions all designers have when first starting out on their own. In fact, the book was inspired by the many questions David receives every day from the more than 600,000 designers who visit his three blogs (Logo Design Love, Identity Designed, and DavidAirey.com) each month. How do I find new clients? How much should I charge for my

design work? When should I say no to a client? How do I handle difficult clients? What should I be sure to include in my contracts? David's readers–a passionate and vocal group–regularly ask him these questions and many more on how to launch and run their own design careers. With this book, David finally answers their pressing questions with anecdotes, case studies, and sound advice garnered from his own experience as well as those of such well-known designers as Ivan Chermayeff, Jerry Kuyper, Maggie Macnab, Eric Karjaluoto, and Von Glitschka. Designers just starting out on their own will find this book invaluable in succeeding in today's hyper-networked, global economy.

Adobe Illustrator Classroom in a Book (2021 Release) - Brian Wood 2020-12-23
Adobe Illustrator Classroom in a Book (2021 release) contains lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. Purchase of this book includes valuable online features, including downloadable lesson files to work through the projects in the book and the Web Edition containing the complete text of the book, interactive quizzes, and videos that walk through the lessons step by step. Instructor Notes will be available for this book and can be downloaded from Pearson.com/us.

Cooking with Chef Tiff - Tiffany Tisdale-Braxton 2020-12-12

Adobe InDesign Classroom in a Book (2020 release) - Tina DeJarld 2019-12-30
Creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe InDesign choose Adobe InDesign Classroom in a Book (2020 release) from Adobe Press. The project-based step-by-step lessons show users the key techniques for working in InDesign. Designers will build a strong foundation of typographic, color, page layout, and document-construction skills that will enable them to produce a broad range of print and digital publications—from a simple postcard to an interactive Adobe PDF with form fields. The real-world tasks in this comprehensive book are presented in easy-to-follow lessons and are

designed to train beginning Adobe InDesign users in the program—from fundamental features to powerful layout and output skills. The online companion files include all the necessary assets for readers to complete the projects featured in each lesson. 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.

Crea il tuo ebook con InDesign - Innocenzo Tremamondo 2013-12-02
Negli ultimi anni l'industria editoriale sta subendo un radicale processo di cambiamento a partire dal graduale abbandono del supporto cartaceo: il testo scritto diventa una sequenza di 0 e di 1, libero di scorrere lungo gli schermi dei nostri computer, dei nostri tablet e smartphone. Con questo ebook imparerai a conoscere gli strumenti software protagonisti di questa rivoluzione, per cominciare a realizzare un libro elettronico partendo da zero, districandoti tra nuovi e vecchi concetti rubati alla tipografia tradizionale, utilizzando un diffusissimo software professionale quale è Adobe InDesign. Ricorreremo a tutti i trucchi e le tecniche necessarie per importare il testo da un comune programma di videoscrittura e integrarlo nell'area di lavoro, rifinendo i suoi stili e importando delle nuove immagini. Approfondimenti puntuali ti accompagneranno nell'apprendimento, fino all'esportazione del libro elettronico nel formato di maggior diffusione e utilizzo: l'ePub. Successivamente imparerai tutti i trucchi di post-editing utilizzando un secondo software di Adobe, Dreamweaver, dando uno sguardo dettagliato ai modi più semplici per importare al suo interno l'intera struttura del libro elettronico, imparare a studiarla e infine attuare le modifiche necessarie per aggiungere e modificare parti del nostro libro. Ampio spazio sarà dedicato all'inclusione e all'ottimizzazione di elementi multimediali quali video e audio (supportati dalla nuova versione del formato, ePub3). La parte finale sarà incentrata sulla creazione dell'ebook in formato mobi, specifico per Amazon Kindle.
Da InDesign 6 all'ePub e Mobi - Elizabeth Castro 2013-03-07

Grid Systems in Graphic Design - Josef Müller-Brockmann 1996
From a professional for professionals, here is the definitive word on using grid systems in graphic design. Though Muller-Brockman first presented hi interpretation of grid in 1961, this text is still useful today for anyone working in the latest computer-assisted design. With examples on how to work correctly at a conceptual level and exact instructions for using all of the systems (8 to 32 fields), this guidebook provides a crystal-clear framework for problem-solving. Dimension: 81/2 x 113/4 inches, English & German Text, 357 b&w examples and illustrations.

Perspective on Design - Daniel Raposo 2019-11-23
This book presents the outcomes of recent endeavors that are expected to foster significant advances in the areas of communication design, fashion design, interior design, and product design, as well as overlapping areas. The fourteen chapters highlight carefully selected contributions presented during the 6th EIMAD conference, held on February 22–23, 2018 at the School of Applied Arts, Campus da Talagueira, in Castelo Branco, Portugal. They report on outstanding advances that offer new theoretical perspectives and practical research directions in design, and which are aimed at fostering communication in a global, digital world, while also addressing key individual and societal needs.