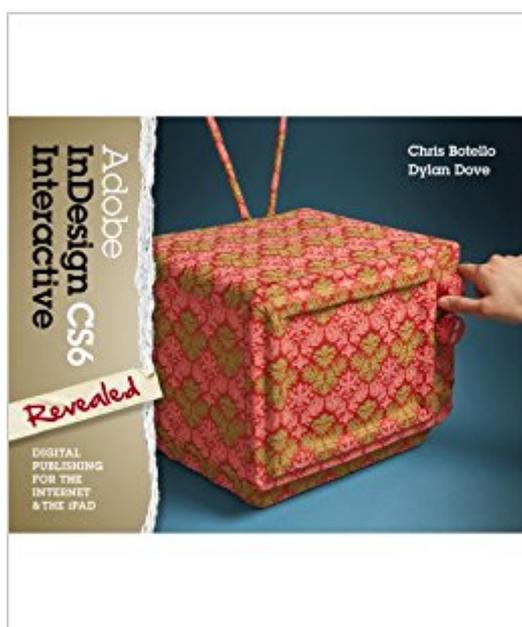


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# Adobe InDesign CS6 Interactive: Digital Publishing For The Internet And The iPad (Adobe CS6)



## Synopsis

With the Adobe Creative Suite 6 release, Adobe has transformed InDesign into a layout program not only just for print, but also for the web and for tablet devices like the iPad. ADOBE INDESIGN CS6 INTERACTIVE: DIGITAL PUBLISHING FOR THE INTERNET AND THE IPAD is a brand new text that goes the full distance to teach readers how to use InDesign's newest interactive features. Filled with in-depth lessons that teach readers how to create real web sites with video, sound, hyperlinks, animation and complex interactivity, this text gives a hands-on lessons approach to demonstrate the process of registering a URL, purchasing hosting, and uploading files to create a web site. In addition to the web, this revolutionary book teaches readers how to create layouts for the iPad, upload to the iPad, and create unique downloadable apps. Using ADOBE INDESIGN CS6 INTERACTIVE, any designer who is proficient with InDesign can create publications for the entire interactive world to see! The Data Files used to complete the projects found in the book are now available online. For access information please refer to the directions available in the preface of the book. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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## Customer Reviews

(1) I take issue with the authors perpetuating the myth -- why this issue keeps popping up, I don't know (well, I do know: greed) -- that any person who has designed and implemented websites can EASILY become an iOS "app combination designer AND DEVELOPER). The fact is, "native apps" (Objective C; Xcode) are far superior in quality than "web apps" (HTML and Javascript) -- will always be so -- will never be any other way. A person has to get as much training in becoming "any kind of app developer" whether they take the native-route or the web-route. The native vs. web issue keeps cropping up because people think they can get somethin' for nothin' -- they see dollar signs (\$\$\$) thinking they can take their HTML/Javascript experience and instantly jump onto the tablet-bandwagon and make oodles of money. Forget it. Becoming an app developer is painful and time-consuming whether you take the native-route or the web-route. Frankly, you have to put in equal time, effort and money into learning, and since native apps have the capacity to be average-to-superior apps (and web apps have merely the capacity to be inferior-to-average apps), train native (Objective C; Xcode). F.(2) The authors are of the opinion that InDesign CS6 generates code that you would be proud to use for an actual app (whatever kind). Not so. The only way to generate decent website/web app code is by knowing HTML4 or 5 (using programs like BBEdit or Dreamweaver, and if you want to get fancy, Javascript). InDesign generates code for PROTOTYPES (websites, tablet-apps, whatever) only. Why prototype? Because the code sucks.

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