

VDP, POD, XMPie, pURL, RURL, ROI... No, it's not alphabet soup, but direct mail marketing terms you need to know. On February 5 at Schoolcraft College, come learn about Variable Data Printing (VDP) and Print on Demand (POD) to get a better Return on Investment (ROI) for your direct mail pieces. Representatives from XMPie and ArborOakland will show how to create and manage highly effective cross-media campaigns, and present some local case studies and real-world projects. We'll follow up with a Data Merge demo.

RESOURCE CORNER

Upgrade to CS4 Now!

For a limited time, upgrade from an earlier qualifying version of Creative Suite® software or Macromedia® Studio software for the same price as an upgrade from Creative Suite 3. Hurry—introductory price ends on February 28, 2009. For more details go to:
www.adobe.com/special/up2suite/

Gain: AIGA Business and Design Conference 2008 videos

At last year's "Gain: AIGA Business and Design Conference," more than 25 business and creative leaders shared their effective designs, business strategies and thoughtful innovations. Video presentations that give those who were unable to attend a chance to enjoy the wealth of knowledge shared at this event is now accessible. By making these presentations available to a wide audience with a broad range of abilities, AIGA strives to open the discussion and demonstrate the value of design and design thinking to business leaders and the world at large.
gainconference2008.aiga.org/

Have a little fun!

veer.com/facebuilder

If you were fortunate enough to have attended our November 4 meeting, I'm sure you all were excited to see some of the new and updated features in Creative Suite 4. I am amazed Adobe continues to improve our workflows with their software advancements. Read the wrap up meeting notes posted on the Detroit chapter page of the IDUG Web site for more information.

Information, articles, job listings and book reviews for future issues can be sent to dgniewek@schoolcraft.edu with "Detroit InDesign User Group Newsletter" in the subject line. As always, many thanks to members who contributed to this newsletter.

—Donna Gniewek, Chapter Representative

Designing with Typography

An interactive teaching tool whose aim is to illustrate the significance of typography in design through the use of examples, explanations and exploration. Addictive.
pixelsparks.com/dwt

Seam Carving

Resources if you are interested in more information about Seam Carving
www.youtube.com/watch?v=vIFCV2spKtg
www.faculty.idc.ac.il/arik/imret.pdf



JOB OPENING

Litho Services in Plymouth, Michigan has a prepress position open. Interested parties can send a resume directly to Bud Nusly at bud@lithoservices.com.

ASK CHITA

Q: In November, presenter Noha Edell showed a new feature within Photoshop CS4 called Content Aware Scale. In the demos it looked magical, almost too good. It made me wonder what it is actually doing in the background—copying similar pixels, recreating them based on the surrounding pixels or something totally different? Is this ideal for print? Or will the make believe pixels show their ugly faces?

A: Good question because some manipulations do cause artifacts. The process the Content Aware Tool uses is called "Seam Carving"—"seams" of pixels in your image are either removed or inserted. The process looks at the "energy pixels" of the image and works it's "magic" from that base, duplicating pixels when enlarging and removing pixels when reducing. Settings allow you to protect areas of the image so they will not be effected. I've seen where the results were stellar, and sometimes not. That said, I believe it is always helpful to know more about a tool and what it's doing.

HTH
CHunter

For answers to your InDesign questions, email: askchunterid@mac.com. Chita Hunter is a Software Trainer and Presenter on Adobe products, and is an Adobe Certified Expert in InDesign, Photoshop, Illustrator and InCopy.

GETTING AROUND

—by *Chita Hunter, Adobe InDesign Certified Expert*

Getting from place to place within your documents is always a major issue. You won't always have items that you need at your fingertips, and you don't want to spend a lot of time hunting and scrolling through your documents to find them.

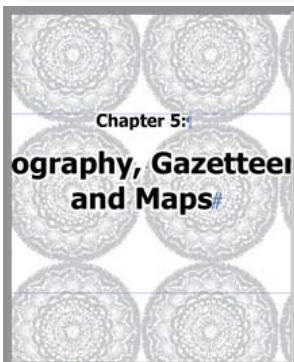
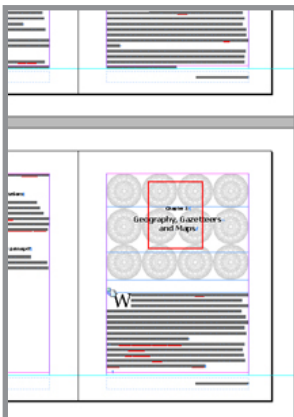
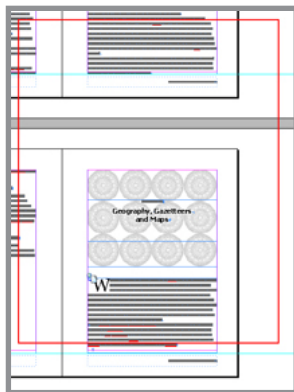
InDesign CS4 gives you a few new ways to navigate through your mazes to bring items to you in record speed and keep them within eyesight.

Power Zoom

I'm a die-hard fan of keyboard shortcuts and only use my mouse when I have no other choices. Power Zoom has incorporated the Zoom Tool, the Hand Tool, the now removed Navigator Panel's marquee, and use of your mouse scroll wheel into one feature that easily enhances or replaces a few keyboard commands that I might otherwise use. Following are several examples of how you can work with Power Zoom.

With the Hand Tool selected, if you hold down your mouse button, the screen will zoom out as a red marquee rectangle appears. At this point you have choices:

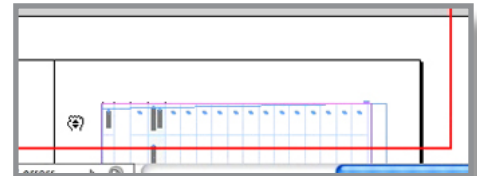
1. Scroll your mouse wheel to enlarge or decrease the size of the red marquee rectangle. Once you release your mouse, the screen will zoom in or out to the content inside the red marquee rectangle, giving you the desired macro or micro view.



While this seems so simple, it is a welcome change. This has a more fluid feel and is faster and easier than the Spacebar/Mouse combination. *If you don't have a scroll wheel on your mouse, you can press the up/down arrows on your keyboard in place of the scroll wheel.*

2. With the Hand Tool selected and the mouse button held down, move the red marquee rectangle from one area of your screen to another, then release. Take note that the tool has recorded the current view percentage prior to you pressing your mouse button down. So, if you were zoomed in on an area at a 300% zoom level, now when you release your mouse, that zoomed out view will zoom back in on the newly selected area, at the initial viewing percentage you started with—300%. This eliminates having to zoom out to see where you want to go and then having to zoom back in to get to where you want to be.

3. And, speaking of where you want to be, if while holding down the mouse button, you drag to the top or bottom edges of the document window, you will speed scroll through your document, backward or forward. This will allow you to speed scroll through the pages and drop the marquee at your desired area to enlarge it, once again eliminating steps.



N-Up View

The new N-Up View allows you to arrange multiple documents in a single window. Much like viewing those photo packages of your kids' annual school pictures, you can choose how you'd like to view your open documents. I especially like to use the New Window command, located here or in the Window menu, to create multiple views within the document, then use the N-Up View feature so that I can have those multiple views visible to me at one glance.

This is a great way to work on or view several document locations without having to scroll at all. I certainly can remember needing this during a time of editing text on one page where it's reflow disrupted the layout several pages away.



These are just a few of the new ways InDesign CS4 improves your workflow.

CONTEST CORNER***Win a creative career + a \$5000 prize!***

Production company Paxahau is seeking an artist, designer, or creative individual from the metro Detroit area to be the Theme Designer for Detroit's Electronic Music Festival through an interactive online contest. The festival brand designer is responsible for the overall visual aesthetic of the event, including festival advertising, t-shirts, banners and the Web site.

You can enter the contest by submitting your resume or bio, a 1–2 minute video, and a sample of visual artwork designed by you and themed on the festival. It must include the Paxahau logo, the words "Detroit" and "2009", and be 800 w x 600 h in dimension. Submissions for the contest end Sunday, February 15 at 11:59 pm. The top 10 entries with the most votes will be considered for the brand designer position. Anyone can visit the contest site and vote for their favorite designs. You can vote for as many people as you would like to win, but only once per person will be counted. Details can be found at www.paxahau.com/

Strathmore Letterhead Contest

Mohark Fine Papers invites you to show the best of your work on Strathmore Writing papers. Entries will be judged on creative design, production excellence and appropriate paper choice. Gold (\$500), Silver (\$300) and Bronze (\$150) levels are awarded quarterly. One grand prize of \$1,000 is awarded yearly. Details, rules and an entry form are available at www.strathmore.com/

Take a look at the challenges found on the graphics.com Web site under "gallery." These change frequently and help get your creative juices flowing.

A message from our friends at KW Media:

Gain the adulation of your peers through the smug sense of satisfaction that can only come by winning the Layers magazine Back Page Design Contest!!!

Every two months, Layers gives you a new theme to work from in order to create your CS masterpiece and claim the prize. In order to win though, your final piece has to make our judges jump up and say, "Wow!" The overall design and level of creativity is what they'll be looking for, so crank up your computer and get creative!

The Mission

1. The focus is on logo and advertising design. Your mission is to create a company logo for a fictitious company that develops games for computers and gaming consoles.
2. Once your logo is complete, incorporate it into a full-page magazine ad for a new gaming title being introduced by your fictitious company.
3. Finally, fill out the entry form and upload your image for a chance to win. For complete details visit www.layersmagazine.com/designcontest.html.

The Judging

Before you begin designing your logo and ad, be sure to read the cover story, "Designing with Negative Space" in the January/February 2009 issue of Layers. Then follow some of the key concepts presented in the article for leveraging negative space to your artistic advantage. The judges will be looking at the overall design and creativity of the logo and the ad with a focus on the innovative use of negative space

This Month's Prize

The winner will receive a \$500 gift card to B&H Photo and a \$100 gift card to Artistic Photo Canvas. In addition, the winning entry will be published in a future issue of Layers, as well as on the Layers Web site.

The Deadline

March 13, 2009

2009 **JANUARY**

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**DETROIT INDESIGN USER GROUP
MEMBER SNIPPETS**

UPCOMING EVENTS

CS4 "Shortcut to Brilliant"
eSeminar Series for Designers;
eSeminar Series for Print Professionals;
eSeminar Series for Web Professionals

February, 2009

Free. More topics available.

See Web site for dates, times and to register

www.adobe.com/events/

eSeminars and OnDemand Seminars by Adobe

Check often for free seminars on a variety of topics.

www.adobe.com/events/

Getting Started with Dreamweaver and CSS

February 24, 2009

Cleveland, Ohio

See Web site for additional dates and locations

\$99

www.mogo-media.com/seminars/

SXSW '09

March 13–22, 2009

Austin, Texas

South by Southwest® Conferences & Festivals

Film March 13-21 • Interactive March 13-17 • Music March 18-22

www.sxsw.com

Photoshop World Conference & Expo

March 25–27, 2009

Boston, MA

The largest Adobe Photoshop, digital imaging, and design educational event for creative professionals offering more than 100 class sessions covering everything from photography and graphic art to motion graphics and Web design. Register by February 20 to receive an early-bird discount of \$100.

www.photoshopworld.com

HOW Design Conference

June 24–27, 2009

Austin, Texas

Whether you're looking for software instruction, creativity boosters or tips for growing your career in a tough economy, you'll find it at the HOW Design Conference.

Register by April 1 for early bird rates.

www.howconference.com

AIGA Third Thursdays

Join us for the monthly AIGA meet and greet.

For dates and location, go to www.detroit.aiga.org.

If you are hosting an event in the area, or know of something happening that is relevant to Detroit graphic designers, please send your information to programming@detroit.aiga.org, and we will pass it along in our monthly missive to our membership



Check out all AIGA events listed on their Web site.

Membership is not required to attend all events.

Adobe® InDesign®
USER GROUPS

Detroit InDesign User Group Meetings

February 5, 2009; 6:30–9:15 p.m.

Schoolcraft College

Livonia, MI

Topic: Variable Data Printing,
Data Merge, XMPie, FoldRite.

April 7, 2009; 6:30–9:15 p.m.

Schoolcraft College

Livonia, MI

Topic: Long Documents.



www.indesignusergroup.com/chapters/detroit/