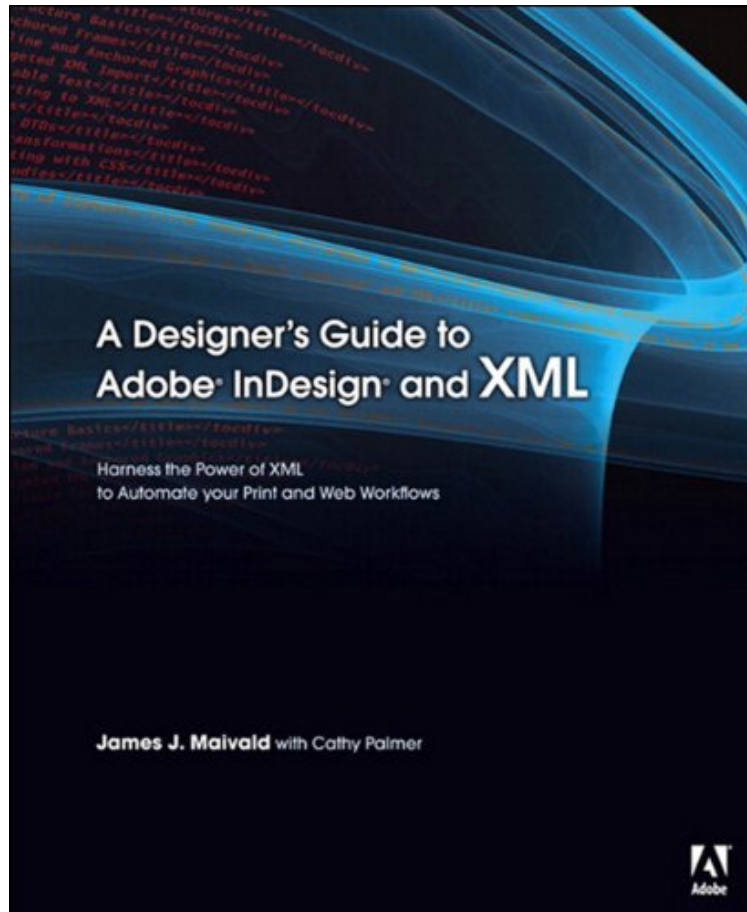


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## A Designer's Guide to Adobe InDesign and XML: Harness the Power of XML to Automate your Print and Web Workflows

Von James J. Maivald, Cathy Palmer  
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KurzbeschreibungIs this book for programmers? Written specifically for graphic designers and production artists already comfortable working with Adobe InDesign, this book teaches you how to automate publishing without

learning a lot of scary code. XML simplifies the process of moving content in and out of your layouts and can speed up any print or Web assignment. Why should I care about XML? If you're managing data-intensive layout projects, and you want to keep that data consistent, accurate, and up-to-date, then incorporating XML can help. You can also use XML to automate processes like importing text and large numbers of graphics into a layout, or repurposing content from one application to another. Do I need additional plug-ins or special software? You need only the powerful features built into InDesign CS2, CS3 or CS4 to use this book. How will I learn XML? This guide includes nine easy-to-follow projects with downloadable support files. With these hands-on tutorials, you will learn XML in context. By the final project, XML will no longer be a mystery, but a powerful tool you can use to support your company or clients. These real-world projects will teach you: 1 Business cards: Create a structured layout in InDesign and then import XML. Format text automatically and flow the text into multiple examples. 1 Product catalog: Learn how to import XML data into a structured layout using nested styles and cloned text. 1 Direct mail and variable data printing: Use XML and InDesign to create sophisticated direct mail pieces without costly plug-ins or third-party software. 1 Magazine and newspaper: Build and export magazine-style publications for online distribution. 1 Web: Transform XML into XHTML to incorporate directly into your Web pages, or use Cascading Style Sheets to instantly format your exported XML.

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