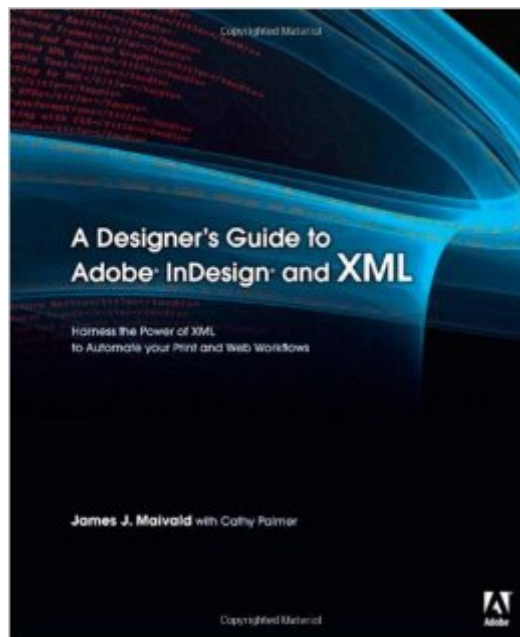


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# A Designer's Guide To Adobe InDesign And XML: Harness The Power Of XML To Automate Your Print And Web Workflows



## Synopsis

Is 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: | Business cards: Create a structured layout in InDesign and then import XML. Format text automatically and flow the text into multiple examples. | Product catalog: Learn how to import XML data into a structured layout using nested styles and cloned text. | Direct mail and variable data printing: Use XML and InDesign to create sophisticated direct mail pieces without costly plug-ins or third-party software. | Magazine and newspaper: Build and export magazine-style publications for online distribution. | Web: Transform XML into XHTML to incorporate directly into your Web pages, or use Cascading Style Sheets to instantly format your exported XML.

## Book Information

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## Customer Reviews

Despite being an Adobe Certified Instructor in InDesign, I never really understood working with XML until I read this book. Maivald and Palmer have taken an otherwise mysterious language and made it clear and understandable for anyone. This book has no peer and is a must for those interested in harnessing the power of XML.

I nearly wept with joy when I read this book. It contains clear guidance to stuff I've been trying to get InDesign CS3 to do for months. They make it look easy - and it is with this book - but if I hadn't tried on my own for so long I wouldn't have appreciated how useful this book is. I would have paid \$500 for this and would have considered it a bargain, let alone \$33.

This is an outstanding book. Finally, XML explained in terminology that meshes with the way a designer thinks! Get this book and learn how to use this! You'll see a dramatic increase in your production time! (People will think you are super human as well!) I didn't take time to figure out XML in InDesign prior to this book because it was so confusing. This book does a great job explaining how it works and giving actual examples to learn from.

Exactly what I needed to switch from tagged text to XML. Fell into just about every trap mentioned and now refer back to one chapter to ensure I do the sequence right! Helped enormously with a membership/clup info listing document I print each fall - quick turn around once the pieces are in place. Great book/guide on this topic.

I actually borrowed this book from the Library before I decided to buy it. Although it uses InDesign CS3, almost all of the exercises are the same in the later versions of InDesign. I decided to buy it as a good reference book. This book explains XML and its use with InDesign very well. The best I've seen so far. I bought it used, in good shape, but it looks brand new to me.

Review: A Designer's Guide to Adobe InDesign and XML: Harness the Power of XML to Automate your Print and Web Workflows  
Reviewer: Len Zigante, Sr. Desktop Publisher, Norco Performance Bikes.  
I have an interest in XML because I work in an environment that requires I regularly lay out

catalogues and flyers that consist of several fairly standard formats with mostly just the text and images changing. As speed and accuracy with ever increasing volumes of data are always important issues, XML looked to me to be one possible answer as to how to address this dilemma. It does not disappoint tho there are better tools to achieve the same end in this writer's opinion if one is willing to pay dearly for them. One nice thing about XML is that it is built in, integral part of Indesign although most users are completely unaware of it's existence. It does not require the expenditure of hundreds of dollars per copy of indesign or for clients to use. Even better, XML is found in many other standard office software packages so the probability is high that data existing in one can be quickly exported to XML useable by Indesign and visa versa. The book starts off as a slow read for the first 25 pages or so due to the necessity to bring the reader up to speed with XML definitions, rules, and interfaces. It's a necessary evil as one would become quickly lost without this knowledge. However, the authors do a very good job of explaining and demonstrating things simply expecting most readers to be laymen totally unfamiliar with XML. From that point onwards the authors lead the reader through how to use Indesign's XML and tagging features (using both the Story Editor or Layout modes) with example files downloaded from the book's website. These are practical examples and what is learned here can be directly transferred to real life uses. The book starts off with simple text and image examples and progressively moves into more complex concepts such as using variable data and creating web pages utilizing HTML and CSS. Two very valuable features in this book are 1) that the authors take time to explain how to import to and export XML from several other popular software packages so the user does not have to struggle with them in order to get things working all around 2) the authors go the extra mile to demonstrate the "wrong" way to create an XML based layout that many users typically employ explaining and showing why it is "wrong" and the problems and difficulties one runs into if they choose to go that route. Overall this is a very good, easy-to-understand manual for anyone who wants to learn how to use XML within Indesign to speed up and improve their accuracy within workflow situations where the information presented has a structured format and is rather repetitive in nature (eg. catalogues, flyers, cookbooks, business cards, reports, etc.). If you primarily do one-off jobs where the layout and structure of the information varies regularly then this book is not for you.

This review is not about the content of this book, because, having just received it, I haven't read it yet. From the Introduction, the content would appear to be just what I need to solve my own perplexing work problem, which is why I bought this book. Unbelievably, however, the XML code is printed in 20% or at most 30% gray, providing virtually no contrast against the white paper! I can

barely read it under good lighting! Ironically, the Acknowledgments thank their editors for making their "words look so beautiful on paper." No one thought twice about this stunning design error?! I can only hope that the supplemental project files that are to be downloaded from Peachpit will help overcome this problem.

This book is great if you need to import data into indesign for publication. Helpful if you're a programmer or designer. Not as helpful if you are trying to figure out XSLT.

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