

# Digital Design World 2004

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Contest**  
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See page 5  
for details

## SEATTLE

**Sheraton Seattle Hotel & Towers**  
**July 21-23**

Register by June 9  
Save Up to **\$200**

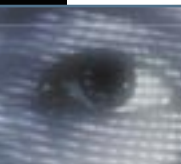
## Including These Three Co-located Events

**800-848-5523**  
[www.digitaldesignworld.com](http://www.digitaldesignworld.com)



### Web Design Conference

Web design with Dreamweaver MX,  
Flash MX, and Fireworks MX



### Photoshop Conference

Photoshop CS Tricks, Shortcuts  
and best techniques



### Digital Workflow Conference

Digital Workflow with InDesign CS, PDF/X,  
Power Scripting, XML, Asset Management  
and Digital Proofing



**FTP** FAWCETTE  
TECHNICAL  
PUBLICATIONS

## Dear Design and Digital Arts Professional,



For over a decade Thunder Lizard has been producing its conferences, and these events have been constantly redefined to meet your changing needs. This year's renamed Digital Design World Seattle represents a third generation. After migrating from design primarily for print, to focusing heavily on the Web, Digital Design World focuses on merging the processes.

We help you answer the question: How do I design once for output to multiple media? And although that Nirvana may not be quite here yet, we help you get closer.

A trio of co-located conferences allows you to pick which focus best meets your needs. Or for your best value, sign up for the Gold Passport and get complete access to all sessions and services. **Web Design World**, and our **Photoshop Conference** continue to improve and add new content. To this mix, we've added **Digital Workflow**. This new conference focuses on both the technologies, such as PDF/X-1a, and the processes to manage integrated, digital design aimed for both print and online media.

We look forward to seeing you in Seattle.

Sincerely,

Jim Fawcette

Founder, CEO & President, Fawcette Technical Publications, Inc.  
Including Thunder Lizard Productions

P.S. We've helped you keep your travel costs down by negotiating hotel rates as low as \$167 a night at a four star luxury hotel.  
See page 5 for details.

## Get the Gold Passport!

Under the Digital Design World umbrella you can choose from three co-located conferences — Web Design Conference, Photoshop Conference, and the brand-new Digital Workflow Conference.

Or sign up for the Gold Passport and attend everything for complete coverage and a comprehensive approach to the complex challenges you face. Plus, you'll find maximum savings and the most benefits — move freely between all sessions, plus enjoy private access to the Passport Lounge, priority registration lines, and other special offers.



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### Why our attendees come back year after year

“I can always count on Thunder Lizard to carefully select the most current and pertinent issues, find the most qualified presenters, and balance the realities of today with the vision and expectations of the future.”

“This has by far been the best and most useful conference I have EVER attended across several industries. Well organized, on time, and packed chock-full of truly useful information!”

Register by June 9 **Save \$200**

# Your Conference at a Glance

21-July	Web Design	Photoshop	Digital Workflow
9 a.m.	<b>Keynote</b> <b>Beyond Usability: Why Design is Hard and What We're Going To Do About It</b>		
10:15 a.m.	Delivering Beautiful Interfaces with CSS	Photoshop Power Shortcuts	InDesign CS Magic and Power Shortcuts
11:30 a.m.	How Users Surf: What Usability Tests Reveal	Camera RAW in Photoshop CS	But Will It Print? Getting Successful Output from InDesign CS
12:30 p.m.	Lunch		
1:15 p.m.	Designing for Accessibility	The CS Digital Darkroom: Advanced Image Correction Techniques	InDesign CS Tables: Harness the Power
2:30 p.m.	A Designer's Introduction to XML	Get it Sharp!	Advanced Typography with InDesign and Illustrator CS
3:45 p.m.	The How and Why of Blogging	Professional Fashion Retouching Techniques	Predictable Color with InDesign CS
5 p.m.	Net Words: Effective Web Writing	Future of Memories: Sharing Digital Photos	InDesign CS for QuarkXPress Users: Making the Switch
6 p.m.	Designers' Reception		
22-July	Web Design	Photoshop	Digital Workflow
9 a.m.	<b>Keynote</b> <b>The Russel Brown Power Hour</b>		
10:15 a.m.	Studio MX's Greatest Hits	The Russell Brown Power Hour, Part II	Content Management and Version Control with Adobe Version Cue
11:30 a.m.	Customizing, Automating and Expanding Dreamweaver MX	Blend Mode Magic	Annotations and Enhanced PDFs
12:30 p.m.	Lunch		
1:15 p.m.	Adding Interactivity with Dreamweaver MX	Image Restoration	Acrobat for Rich Media Presentations
2:30 p.m.	Make it Work Everywhere: Validation and Browser Compatibility	Real World Masking & Compositing	PDF/X: Harness the Power
3:45 p.m.	Fireworks, FreeHand, and Flash	Photoshop Extreme Makeover, Part I	Roll Your Own PDF/X Workflow
5 p.m.	eCommerce on a Budget in 60 Minutes	Photoshop Extreme Makeover, Part II	Automated PDF Verification and Repair
23-July	Web Design	Photoshop	Digital Workflow
9 a.m.	<b>Keynote</b> <b>Media Agility for Today's Publisher</b>		
10:15 a.m.	Flash MX and ActionScript Secrets	Photoshop & Page Layout: Designing for Successful Output	From Print to Web and Beyond with XML
11:30 a.m.	The Central Opportunity	Automating Photoshop	Digital Asset Management: Where Do We Stand?
12:30 p.m.	Lunch		
1:15 p.m.	Flash Accessibility Strategies	Color Management—In Plain English Please	Automating Production Tasks Through Scripting
2:30 p.m.	Size Matters: Power Optimization Techniques	Professional Inkjet Printing	Weather Central: A Case Study in Automation
3:45 p.m.	Photoshop & Flash	From Photoshop to DVD	Dynamic Softproofing in Today's World
5 p.m.	Delivering Video with Flash	Reserved for Late Breaking Content	Open Forum "Stump the Chumps"

The speakers listed in this brochure are leading professionals in their respective fields. Should a speaker be unable to attend the conference, or should a session change while we are finalizing details immediately before the event, all efforts will be made to replace that faculty member/session with one of comparable experience, qualifications and value.



## Keynotes

### Beyond Usability: Why Design is Hard and What We're Going To Do About It

*Jeffrey Veen, July 21, 9 a.m.*

Design theories don't help if you can't make them work in actual day-to-day practice. Increasingly, sites must respond to the realities of scant budgets and greater financial return. This means designers are being forced to get things right the first time, while continuing to innovate to remain competitive. Is this even possible?

In this keynote address, Jeffrey Veen will discuss the difficulties we face when designing and developing sites in today's new world. And he'll offer a framework for overcoming these issues while still approaching the cutting edge of design on the Web.



**Jeffrey Veen** is a founding partner of Adaptive Path, a San Francisco-based user experience consulting company. Jeffrey launched HotWired.com in 1994, and is author of *The Art & Science of Web Design* and *HotWired Style*. An internationally sought-after speaker, author, and user experience consultant, Jeffrey served as the executive interface director for Wired Digital, where he managed the look and feel of HotWired, the HotBot search engine, Wired News, and other acclaimed sites. He has been active with the World Wide Web Consortium's CSS Editorial Review Board as an invited expert on electronic publishing. He is also a columnist for Webmonkey and a journalist whose work has appeared in several publications including *Wired*, *Wired News*, *New Architect*, *Digital Web*, *A List Apart*, *WebEGG*, and *Stating the Obvious*. In 1998, CNet named Jeffrey one of the "First Annual Web Innovators." Jeffrey specializes in the integration of content, graphic design, and technology from a user-centered perspective.



### The Russell Brown Photoshop Power Hour

*Russell Brown, July 22, 9 a.m.*

As Senior Creative Director at Adobe Systems Incorporated, Russell Preston Brown facilitates the exchange between digital designers and software developers that is so vital to Adobe's product development. Always delighting in testing the creative limits of his tools, Russell is a prolific creator of Photoshop tips and tricks. His double treat of great information presented in a bold, zany style has won him a regular following among beginning, intermediate, and advanced users alike. Come prepared to learn powerful techniques—some useful, some crazy—while being entertained at the same time.



**As Senior Creative Director at Adobe Systems Incorporated**, Russell Brown holds a

unique position in the computer industry. Brown maintains a vital presence in the digital design and publishing community, facilitating the exchange between user and software developer that is essential to Adobe's product development. Brown shows users how to work with Adobe software and has given the world's leading photographers, publishers, art directors and arts a strong grasp of the software tools that, buy virtually all accounts, have led to Adobe's applications becoming the standard by which others are measured.

### Media Agility for Today's Publisher

*Thad McIlroy, July 23, 9 a.m.*

As the Internet and the Web exploded across the publishing world in the early to mid-1990s, media-agility, cross-media publishing, and media-independent publishing became our battle cry. We thought that it wouldn't make sense to build systems for Web publishing independently from the systems already in place for print publishing. The ideal system would merge into a single powerful cross-media system: one database and workflow that could drive content both to print and to the Web. That's not what happened. Web publishing systems grew independently from print systems, and a gulf divided two worlds.

Now, a decade later, the dream is now becoming reality. XML made all the difference. Finally we have a standard to support media-agility. But do we yet have the software tools and the mindset to reach this promised land? Join technology guru Thad McIlroy as he explores both the dream and the reality, and paints a picture of what it takes to make media agility possible for publishers today.



**Thad McIlroy** is an electronic publishing analyst and author, and president of Arcadia House. He is a contributing editor to *Printing Impressions* magazine and *The Future Image Report*. He serves on the board of directors of the International Prepress Association (IPA). He has spoken at the Seybold Conferences, XPLOr, the NAPL Top Management Conference, the I & T Annual Conference, the International Prepress Association (IPA) Technical Conference, Prepress Asia, MacWorld, CONCEPPTS and Graph Expo. Thad can be reached at [thad@arcadiahouse.com](mailto:thad@arcadiahouse.com).

# Much More than Sessions

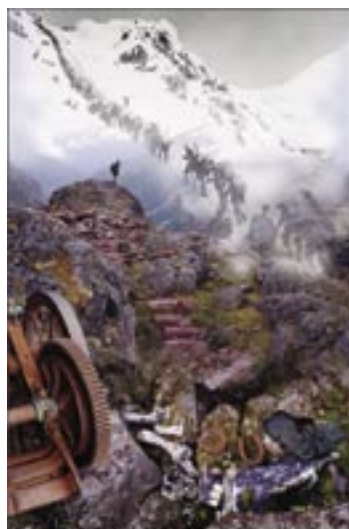
Attend Digital Design World and Your  
Expertise Extends Far Beyond the Classroom

## The Designer's 4

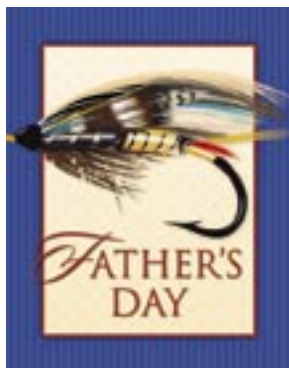
### A Contest at Digital Design World

Attend Digital Design World and show us what you can do with Photoshop and InDesign—you could win cool prizes and display your work at the conference! Simply sign up to attend Digital Design World, and we'll send you a link to the attendee-only entry form. More details and the growing list of prizes are online now at [www.digitaldesignworld.com/contest](http://www.digitaldesignworld.com/contest)

*To the right and below are just a few samples of designers who submitted their work and won at the past Digital Design World competition in San Francisco.*



KLODIKE GOLD RUSH CENTENNIAL  
CHILKOOT TRAIL 1898-1998



## An On-Going Experience

### Exhibitors

Digital Design World is more than "a classroom"—it's an interactive experience that involves companies and vendors you rely on for the technology and services that make your jobs easier and more interesting. More details on the exhibitors are listed online now at [www.digitaldesignworld.com/exhibitors](http://www.digitaldesignworld.com/exhibitors)

## Resource Books

There's way too much to write down when attending a Digital Design World session. You need to be following along, not acting like a scribe! So, we'll provide you with content-packed resource manuals that detail the material each speaker has carefully planned for his/her session. These books are yours to work in during the event and refer to when you are back home immersed in your next project.

## Virtual Conference

Continue the experience well after the last session with our "Virtual Conference" Online Community—your Web-based Thunder Lizard resource good for one year after the conference. This attendee-only site hosts all the slides, rich media and learning tools that the speakers deliver to you live in the classroom. Plus, you'll also get access to every other Thunder Lizard event online, including Digital Design World San Francisco and Boston 2004. It's all yours to use until we return to San Francisco in 2005.

## Designers Reception

A conference is about networking and getting ideas from fellow design professionals, too. Join us for our Opening Night Designer's Reception on Wednesday, July 21 and mix with the industry's best—your speakers, sponsors and fellow attendees.

## Need to Watch Your Travel Budget?

### Stay at the Sheraton Seattle

Stay at the Sheraton Seattle, the official conference hotel, and be steps away from all conference activities... just jump out of bed and head downstairs for your morning keynotes and breakfast sessions! After hours you'll be conveniently close to some of the Northwest's most exciting nightlife and gourmet restaurants, and world-class shopping, too. We've secured a special rate for our attendees—\$167 per night (single/double) for this four-star luxury hotel.

1400 Sixth Avenue  
Seattle, Washington  
98101  
Tel: (206) 621-9000  
Fax: (206) 621-8441

## Getting There and Away

The Sheraton Seattle is conveniently located in the heart of Seattle's financial and business district. It is situated 14 miles from Seattle-Tacoma (SEA) International Airport



**To reserve your room,**  
please call the hotel directly  
at 206-621-9000 by July 1,  
2004 and mention that you are  
an attendee of Digital Design  
World presented by Fawcette  
Technical Publications.

Call **800-848-5523** or visit [www.digitaldesignworld.com](http://www.digitaldesignworld.com)



## Web Design

- Creativity • Usability
- Accessibility • Technology

The Web Design conference is all about designing and implementing sites that are fast, intuitive, and reliable. Join the world's top designers, coders, and usability experts in Seattle. Learn how important standards such as CSS and XML make it easier than ever to create sites that are accessible and compatible across devices. Find out how to deal with today's workflow and budget challenges. And learn how blogging can put you in touch with your site's visitors and keep them coming back. Whether you manage one site or dozens, you'll come away with practical, how-to advice that you can apply immediately. Plus, with an entire day focused on Macromedia technologies, you'll delve into the tools you use every day—Macromedia Studio MX software, including Dreamweaver MX, Flash MX, and Fireworks MX. Take your productivity to the next level, and explore cutting-edge technologies such as Macromedia Central.

We've lined up the most talented and best-known Web designers and teachers in the world—people who have helped define the Web and the standards upon which it's built. We look forward to seeing you in July.

Longtime Lizard, **Jim Heid** is a computer and technology writer, Editorial Director at Avondale Media, and Conference Chair for many Thunder Lizard conferences. Jim's been a Contributing

Editor of *Macworld Magazine* since 1984, and currently writes about Web design and multimedia-related topics: digital audio and video, streaming media, Flash, authoring programs, and the like. As the Web Design Conference Chair for several of Thunder Lizard events, including the Web Design series and Macromedia Web World, Jim flushes

out the most important, cutting edge conference topics, and occasionally speaks on his favorite subjects, including streaming media, RealNetworks RealSystem G2, SMIL, and Apple's QuickTime.



## Day One

### Delivering Beautiful Interfaces with CSS

*Douglas Bowman*, July 21, 10:15 a.m.

Drop-down menus and sophisticated interface elements have traditionally been implemented using JavaScript and kludgy coding workarounds that often don't work. It's increasingly practical to deliver rich, beautiful, functional interfaces using semantic markup and CSS. Learn how modern markup can deliver great Web interfaces that are fast and reliable.

### How Users Surf: What Usability Tests Reveal

*Steve Mulder*, July 21, 11:30 a.m.

How do real people use Web sites? Are there patterns in user behavior that we can learn from and design for? Yes and yes. We'll cover how users move around a site, how they scan pages, what they see and don't see, and much more. You'll get the findings of hundreds of usability tests—without having to sit through them.

### Designing for Accessibility

*Andrew Kirkpatrick and Douglas Bowman*, July 21, 1:15 p.m.

To hear some accessibility gurus talk, you should never change font sizes, never use rich media, and in general create a conservative if not boring site. Not so. Learn how design and accessibility can go hand in hand, and see the best practices for integrating accessibility into your production workflow.

### A Designer's Introduction to XML

*Joe Marini*, July 21, 2:30 p.m.

XML is becoming more common in mainstream Web development every day. In this session, you'll learn how XML works, what it's good for (and not good for), and what you need to know about it as a designer to put it to good use. You'll see how XML can be used to separate content from layout, drive dynamic interfaces, and be transformed for display in different ways.

### The How and Why of Blogging

*Steve Broback and D. L. Byron*, July 21, 3:45 p.m.

Web logs, or "blogs," aren't just for personal sites. Sites of all kinds can employ blogs and blog-creation tools to keep visitors informed and up to date. Learn what a blog can do for your site, and see the best tools for creating and maintaining them.

### Net Words: Effective Web Writing

*Nick Osborne*, July 21, 5 p.m.

News flash: the Web isn't print. Writing for the Web requires different techniques than writing for static, non-interactive media. In particular, it requires a deep understanding of how people read online. Learn how Web users scan pages, and get the best techniques for getting your message across accurately and succinctly.

## Day Two

### **NEW! Studio MX's Greatest Hits**

*Joe Marini and Sandee Cohen, July 22, 10:15 a.m.*

It's a new year and a new MX revision. Learn the best production practices with Dreamweaver MX, Flash MX, and Fireworks MX. Learn why they share the MX moniker and what that means to you. You'll also learn how to fully exploit the features of each product for the best end results.

### **Customizing, Automating and Expanding Dreamweaver MX**

*Joe Marini, July 22, 11:30 a.m.*

Dreamweaver has always been a malleable program that you can mold to fit your needs. But extensibility takes a big leap forward in the latest releases of Dreamweaver MX. Learn about Dreamweaver's customizing features and how to write your own Dreamweaver extensions. Even if you've never written an extension before, you'll learn how to customize Dreamweaver and turbocharge your productivity.

### **Adding Interactivity with Dreamweaver MX**

*Joe Marini, July 22, 1:15 p.m.*

Learn how to make your Web pages come alive with Dreamweaver MX! Make image rollover buttons, use Dreamweaver's built-in support for Fireworks and Flash content, use pre-built JavaScript behaviors to validate form input, and build interactive drop-down menus.

### **NEW! Make it Work Everywhere: Validation and Browser Compatibility**

*Speaker announced on the Web, July 22, 2:30 p.m.*

People aren't talking about the browser wars like they used to, but creating sites that work across browsers and platforms remains a challenge. Dreamweaver can help. See how to use its dynamic cross-browser validation feature to check tags and CSS rules for compatibility, and learn how to build sites that will work correctly today and tomorrow.

### **Fireworks, FreeHand, and Flash**

*Sandee Cohen, July 22, 3:45 p.m.*

What if all your graphic tools had no boundaries between them? Discover how this trio of MX applications all work together to become one uber-application. See how to use the vector graphics from FreeHand in Flash and Fireworks, how to add Fireworks images into Flash files, and how to add Flash ActionScripts and movie clips into FreeHand pages.

### **NEW! eCommerce on a Budget in 60 Minutes**

*Speaker announced on the Web, July 22, 5 p.m.*

Your site needs e-commerce, but you can't spend a fortune—or a lifetime—implementing it. No problem. With the PayPal eCommerce Toolkit, you can add e-commerce functionality to your site in a flash. It's simple, fast, and free, and it works with the Internet's most popular payment-processing service. See how to create payment buttons and basic shopping cart functionality in an hour.

## Day Three

### **Flash MX and ActionScript Secrets**

*Phillip Kerman, July 23, 10:15 a.m.*

Take your Flash expertise to the next level in just 60 minutes. Learn the experts' tricks for faster loading, faster development, and more efficient scripting. Along the way, you'll learn important Flash usability concepts and see what the latest versions of Flash bring to the Web.

### **NEW! The Central Opportunity**

*Phillip Kerman, July 23, 11:30 a.m.*

Macromedia Central may one day reach the status of the browser. Until then, there's opportunity for developers who can create applications that provide real value. This session looks at the business opportunities that Central creates—as well as some that it removes. Learn how Central can display data from any source, run even when offline, and coexist and cooperate with other Central apps. This session will change your expectations of what a "Flash application" can do.

### **NEW! Flash Accessibility Strategies**

*Andrew Kirkpatrick, July 23, 1:15 p.m.*

With Flash MX 2004 and the latest Flash Player, the Flash accessibility story is better than ever. It's now possible to support screen readers and other assistive technologies as well as add keyboard controls to Flash-based interfaces. Learn what works and what doesn't in this critical look at the accessibility issues behind Flash, and find out how to make your Flash projects more inclusive.

### **NEW! Size Matters: Power Optimization Techniques**

*Michael Ninness, July 23, 2:30 p.m.*

Learn the essential parameters of designing Web graphics that look great, load fast, and encourage return visitors. See how Photoshop and ImageReady combine to combat the evils of bloated graphics. This session will reveal the hidden optimization tools and techniques to squeeze out every extra byte while retaining image quality.

### **NEW! Photoshop & Flash**

*Michael Ninness, July 23, 3:45 p.m.*

Getting a layered Photoshop document into Flash used to be a time consuming and labor intensive process of saving out each layer in the Photoshop document as a separate .PNG file, importing each .PNG into Flash independently, converting it into a Symbol, creating a layer, placing each Symbol on its own layer, and then repositioning all the elements to match the original layered layout as it was in Photoshop. With the Export to Flash (.SWF) feature in the new ImageReady CS, this headache finally goes away. This session will also cover how Flash handles embedded bitmap files and how you can control the optimization of each bitmap independently.

### **NEW! Delivering Video with Flash**

*Speaker announced on the Web, July 23, 5 p.m.*

A growing number of sites are using Flash to deliver streaming video. The ubiquity of the Flash player and the new video-related features in Flash MX 2004 make Flash-based video more viable than ever. Learn how to prepare and deliver video using Flash, and the advantages—and disadvantages—of doing so.

## Photoshop

### • Capture • Create • Manage • Deliver

These four words form the themes that make up the content of our Photoshop Conference. If you are a professional photographer, a graphic designer, a production specialist or someone who just enjoys working with digital images, chances are Photoshop is the product you love spending time with. If that describes you, then this is the conference you want to attend. Join us in Seattle for three days of high-octane, how-to instruction from the best Photoshop teachers in the world.

This year's Photoshop Conference will:

- Reveal hardware and software insights from one of the world's premier digital photographers on how to capture the right image the first time.
- Expose you to new ideas that inspire you to create beautiful images.
- Teach you the tips and techniques the pros use to manage their image collections and color workflows.
- Provide you with the confidence you need to deliver professional results when it comes time to print your images.

World-class imaging professionals and teachers. The latest insights and techniques. And a session line-up that has been finely crafted to address the needs of today's image enthusiast. That's the Photoshop Conference, and I look forward to seeing you there!



**Michael Ninness** is Senior User Interface Designer, Adobe Systems Incorporated.

Michael grew up in the Redwoods of Arcata in Northern California. In 1989 he moved to Seattle to study for a Graphic Design BFA at the University of Washington and fell in love with the Pacific Northwest. He paid his way through design school by teaching his fellow design students, his professors and the professional design and photography community

in Seattle how to use the Adobe and Macromedia design applications. His design career took a permanent turn when he accepted a job at Extensis Corporation in 1997 as the group product manager for digital imaging solutions. After initially resisting the job offer, he was challenged by the hiring manager to "come design the products you'd want to use as a designer". He's been hooked on designing design software ever since. After Extensis, he spent three years at Adobe as the LiveMotion group product manager, then nearly two years as a program manager and UI designer at Microsoft, designing new tools for professional UI designers. He is the author of Photoshop 7 Power Shortcuts and is a contributor to Photoshop User and Design Graphics magazines, and he dreams in keyboard shortcuts. Send your Adobe UI gripes and likes to him at myke@adobe.com.

## Day One

### NEW! Photoshop Power Shortcuts

*Michael Ninness, July 21, 10:15 a.m.*

Shortcuts, shortcuts, shortcuts! Do you dream in keyboard shortcuts? When you drop your keys, do you think (Ctrl + Z) or [Cmd + Z]? There are so many keyboard shortcuts in Photoshop (over 650!) that someone actually wrote a book just on Photoshop keyboard shortcuts. Crazy, but true. This always-popular session will kick off the conference and teach you the Photoshop shortcuts you can implement into your workflow to immediately improve your productivity.

### Camera RAW in Photoshop CS

*Jeff Schewe, July 21, 11:30 a.m.*

The second generation of the ground-breaking Camera Raw plug-in is now incorporated within Photoshop CS, allowing direct manipulation of the raw data captured by most professional-grade digital cameras. If you are not "shooting Raw" yet, or your camera doesn't capture Raw files, this session could convince you that now is the time to switch to a camera that does.

### The CS Digital Darkroom:

#### Advanced Image Correction Techniques

*Martin Evening, July 21, 1:15 p.m.*

Photoshop CS is loaded with new tools for tonal and color correction or adjustment so you can always produce the highest quality images. This session will show you how to work more efficiently with always-on histograms and new features to trim steps from many editing tasks including matching color across images and quickly correcting over or under exposed images.

### Get it Sharp!

*Jeff Schewe, July 21, 2:30 p.m.*

Different capture mechanisms—film formats and digital cameras—have their own signature combinations of detail and noise. The challenge is to sharpen the detail without also exaggerating the noise, so successful sharpening needs to take into account the relationship between image detail and the noise signature of the image source, whether it's film grain or a digital camera filter mosaic. Incorrect sharpening makes the grain or noise more rather than less obvious, and sometimes even obscures the detail instead of enhancing it. Learn the tools and the techniques the pros use to get optimally sharp results every time.

### Professional Fashion Retouching Techniques

*Martin Evening, July 21, 3:45 p.m.*

The whole point of retouching an image is to make it look convincing enough that it doesn't look retouched at all. As anyone who has used the rubber stamp tool in Photoshop can tell you, it's pretty easy to mistakenly make your image look like it was retouched with a hammer. During this session, one of the world's fashion best fashion photographers and retouchers will show you how to seamlessly remove blemishes, wrinkles and other imperfections from your portraits. Even your mother won't be able to tell!

### NEW! Future of Memories: Sharing Digital Photos

*Dane Howard, July 21, 5 p.m.*

In only a few short years the techniques for capturing, storing and distributing images have exploded. Although this new form of digital memory support is in its infancy, there are already patterns and styles of narrative that clearly illustrate its power. Advanced photo album interfaces have replaced conventional paging, supporting wandering, traveling through the content in ways that spark additional memories. This session will guide and inspire you to rethink how you share your digital memories.

Register by June 9 **Save \$200**



## Day Two

### **NEW! The Russell Brown Power Hour, Part II**

*Russell Brown, July 22, 10:15 a.m.*

But wait! There's more to follow the keynote... When Russell Brown is presenting, there's always more! Because he has so much great content and so many tips to share, Russell will pick up where he left off after the morning keynote to further delight and educate you about the wonders of Photoshop CS.

### **NEW! Blend Mode Magic**

*Michael Ninness, July 22, 11:30 a.m.*

"Was it Multiply? No. Was it Difference? No. Was it Color Dodge...?" Admit it: the layer blending modes in Photoshop are a big mystery, right? Unless you're a geek, no one really knows what the heck these things actually do. If you are one of those designers that cycle through the different blend modes in the pop-up menu until the image looks the way you want it, then this session is for you. You'll learn which blending modes you must memorize, and more importantly, how to incorporate them into your daily workflow in ways you've probably never thought of.

### **Image Restoration**

*Katrin Eismann, July 22, 1:15 p.m.*

Katrin will take you through numerous step-by-step examples that highlight the tools and techniques used by professional digital artists to restore valuable antique images. She will show you how to transform faded, damaged photographs into beautiful images that are as clear and crisp as the day they were taken.

### **Real World Masking & Compositing**

*Katrin Eismann, July 22, 2:30 p.m.*

Creating precise selections and accurate masks for images with translucent objects, complex subjects and fine hair can drive you to tear out your own. This session will help prevent premature baldness while teaching you the same selection and masking secrets and techniques that the pros use. With the many selection tools available in Photoshop, it can be hard to determine which one to use for a particular task. You will see advanced selection techniques to speed up silhouetting, selection and masking tasks while learning which tools are best for the job at hand.

### **NEW! Photoshop Extreme Makeover , Part I and II**

*Name, July 22, 3:45 p.m. & 5 p.m.*

How would you like the chance to get the "celebrity treatment"? Two of the world's foremost celebrity and fashion photographers and retouchers are pairing up for this unique extended session. We will select two volunteers from the conference attendees, a man and a woman, who are willing to be photographed in a live studio setting by Greg Gorman. While Greg shoots, he will provide real-world studio photography tips and advice on lighting, posing the subject, etc. In the second hour, Greg will transfer the digital files to Martin Evening's computer on stage where he will do a live, on-the-spot retouching session. The goal of this extended session is for attendees to walk away with practical techniques for capturing and delivering a portrait that reflects the character and personality of the person being photographed. At the end of the session, the two volunteers will walk away with a finished print.

## Day Three

### **NEW! Photoshop and Page Layout: Designing for Successful Output**

*David Blatner, July 23, 10:15 a.m.*

If you are a print designer, chances are you spend just as much time in QuarkXPress or InDesign as you do Photoshop. Longtime Quark and now InDesign expert David Blatner will show you how to get the most of using Photoshop with your layout tool of choice.

### **Automating Photoshop**

*Michael Ninness, July 23, 11:30 a.m.*

Any time you find yourself doing the same thing over and over again in Photoshop, you should stop and tell yourself to create an Action or a Droplet and reduce your risk of carpal tunnel syndrome. This session is all about making Photoshop and do the work for you and is guaranteed to save you time.

### **Color Management—In Plain English Please**

*Kevin O'Connor, July 23, 1:15 p.m.*

ICC Profiles, working spaces, calibration—argh! All you want is for the image you print to look the same as the one you see on your screen. Is that so hard?! No, it doesn't have to be. This session will walk you through WHAT you need TO DO to get your images to output the way you expect them to.

### **Professional Inkjet Printing**

*Kevin O'Connor, July 23, 2:30 p.m.*

We've all seen stunning inkjet prints in exhibits and at tradeshow and sadly, most of us have also been disappointed with the results that our own inkjet printers produce. So how do the pros get such stellar results? Learn how to make the best decisions regarding paper, inks, color management, and print drivers to get the results you see in your mind onto the paper.

### **From Photoshop to DVD**

*Mitch Wood, July 23, 3:45 p.m.*

Behind every DVD you've watched recently, there is someone with a copy of Photoshop designing the interface. But DVDs can be much more than that—they can serve as a powerful and simple delivery system for your client proposal or portfolio. Imagine creating a visual presentation complete with voiceovers or just background music, motion menus, and animated transitions. Think a potential client would take notice? This session will tour the features built right into Photoshop for working with video & DVDs. No matter what your video experience level, this session is bound to inspire you to look at DVD in a whole new light.

### **Reserved for Late Breaking Content**

*July 23, 5 p.m.*

Check the Web site for more details on this special session!

## Digital Workflow

• Create • Manage • Normalize • Deliver  
Digital design is more than putting bits on screen or paper, it's a process and managing that process is becoming increasingly complex.

Our new Digital Workflow event tackles the technologies and process that will help you deal with the challenges of mapping one design to multiple media. This all new event brings you experts with years of experience to share their insights.

From technologies such as PDF/X, scripting, and XML, to execution with tools from InDesign to pre-flight verification utilities and rich media, Digital Workflow covers what you need to master to streamline your production process.

Learn about how real world users are employing digital asset management and content management in production systems. Several sessions tackle the hot topic of PDF/X production, from technology to the human side of client management.

**Peter Truskier** has over 30 years experience in the graphic arts, and has been working with computer technology in publishing for about 20 of them. After attending the Massachusetts Institute of Technology, and graduating from the University of California at Berkeley, his career has spanned working with copper engravings and indirect color separations to copydot scanning and computer-to-plate technologies, from manual page assembly to proprietary pagination systems and desktop publishing.



**premedia**systems As co-founder of Premedia Systems, Peter has worked extensively in publishing workflow automation as well as Mac OS X migration. Peter joins Thunder Lizard Conferences as co-chair and speaker for the Digital Workflow track. Peter can be reached at [peter@premediasystems.com](mailto:peter@premediasystems.com)

**Michael Hollister** is Vice President of Art and Production and leads a team for the print and Web services at Fawcette Technical Publications. Michael has been working in the publishing business over 19 years with an emphasis in design, production, and manufacturing. His prior experience was at Miller Freeman and M&T Publishing as art director and in production for several technical magazines and books. Michael joins Thunder Lizard Conferences as co-chair for the Digital Workflow track and can be reached at [mhollister@fawcette.com](mailto:mhollister@fawcette.com)



## Day One

### NEW! InDesign CS Magic and Power Shortcuts

*Sandee Cohen, July 21, 10:15 a.m.*

Even if you've already started working with InDesign, this session is guaranteed to teach you more about working with graphics, transparency, and styles—and doing it faster and smarter than ever. Discover how to enhance artwork with ghosting, spotlight effects, and vignettes. See how to take even the most mundane text and jazz it up for stunning results.

### NEW! But Will It Print? Getting Successful Output From InDesign CS

*Steve Werner, July 21, 11:30 a.m.*

InDesign CS gives you potent features to identify potential printing problems. Learn how to preflight, print and PDF your files so that they work the first time: Create transparency effects that print correctly. Find out what your service provider needs to know about InDesign. Learn what PDF/X is and why publishers are asking for it. Discover how to proof and preflight your files.

### NEW! InDesign CS Tables—Harness The Power

*Steve Werner, July 21, 1:15 a.m.*

InDesign CS's table features provide a powerful way to display structured data, whether you're importing data from a spreadsheet or creating a table from scratch: Learn what works when importing data from Excel. Find out how to manipulate the structure of a table. Discover how to make tables that look good with headers and footers and alternating shaded rows. And learn some great table tips and tricks.

### NEW! Advanced Typography with InDesign & Illustrator CS

*Thomas Phinney, Program Manager, Fonts & Core Technologies, Adobe Systems, July 21, 2:30 p.m.*

Adobe's Thomas Phinney highlights some of the advanced typographic capabilities of InDesign & Illustrator, such as how to exploit their new justification options. Then it's an in-depth look at how OpenType allows advanced typographic functionality and cross-platform intelligent fonts while still maintaining fully searchable, editable text.

### NEW! Predictable Color with InDesign CS

*Peter Constable, July 21, 3:45 p.m.*

The Adobe Creative Suite incorporates a powerful color management system which can help you achieve predictable color output from all of its component applications. With all the power of the color management comes a level of complexity. Learn how to set up your color management settings in the CS applications to ensure optimum reproduction.

### NEW! InDesign CS for QuarkXPress Users: Making the Switch

*David Blatner, July 21, 5 p.m.*

Switching from QuarkXPress to InDesign, or thinking about it? In this session, David Blatner, co-author of "InDesign for QuarkXPress Users" will teach you how to leverage your knowledge of XPress to get up to speed with InDesign quickly. Learn the ten "gatchas" for users making the transition.

## Day Two

### Content Management and Version Control with Adobe Version Cue

*Speaker Announced on the Web, July 22, 10:15 a.m.*

The Adobe Creative Suite includes Version Cue, a version control and content management system designed for small to medium-sized workgroups. Version Cue allows seamless file management from all of the Suite's applications. This session will give you an in-depth look at Version Cue and how it might fit into your workflow.

### Annotations and Enhanced PDFs

*Sandee Cohen, July 22, 11:30 a.m.*

There's much more to Acrobat than just prepress! This session shows you how to use Acrobat's editorial and markup tools for review and comments. See how you can combine comments from multiple sources, customize comments, and use the dynamic comment tools. See how custom graphic comments can be added to pages and discover how to use enhanced features such as layers, headers, footers, and watermarks.

### New! Acrobat for Rich Media Presentations

*Sandee Cohen, July 22, 1:15 a.m.*

Abandon PowerPoint! Cancel Keynote! Everything you need to create exciting, interactive, multimedia presentations is right at your fingertips with Adobe Acrobat. Find out how to add page transitions, navigation buttons and hyperlinks, and self-running kiosk shows all from your favorite desktop publishing applications.

### PDF/X: Harness the Power

*Leonard Rosenthal, July 22, 2:30 p.m.*

Various subsets of PDF known as PDF/X have been codified as international standards, and are gaining increasing acceptance as the file transfer format of choice for publishers in the U.S. and Europe. Whether you are concerned with color management, font management or resource management, these standards are essential to the future of your workflow. Come learn about the features and nuances which differentiate these various standards from one another, and where each fits with your workflow.

### Roll Your Own PDF/X Workflow

*Leonard Rosenthal, July 22, 3:45 p.m.*

From the built-in features of Acrobat 6 Professional and InDesign CS to the Quartz Filter technology in Mac OS X 10.3, numerous affordable tools are now available which permit publishers to create their own standards-compliant PDF/X files. Attend this session and find out what you need to know to implement an in-house PDF/X production process.

### Automated PDF Verification and Repair

*Leonard Rosenthal, July 22, 5:00 p.m.*

Developing and maintaining standards such as PDF/X is always a bit of a balancing act. Whether you are creating or receiving PDFs, you need to ensure that the files are complete and conform to your standards—and that the standards themselves are "baseline" versions universally accepted. In this session, we will discuss verification methods and options for automatically repairing or rejecting non-conforming files.

## Day Three



### From Print to the Web and Beyond with XML

*Tim Cole, July 23, 10:15 a.m.*

Before XML, the advantages of the Web—timeliness, interactivity, and low cost of delivery—were offset by unsophisticated presentation options that seldom reflected print content counterparts. But with XML the potential for publishers wanting to present their content in multiple output media is there. We'll show you how to minimize the effort required to re-purpose the same content for print, the Web, eBooks, and more.

### Digital Asset Management—Where Do We Stand?

*Thad McIlroy, July 23, 11:30 a.m.*

Controlling our digital assets always sounded like a great idea. But the implementation was not as easy as the idea made it sound, and the costs were astronomical. DAM is now the fundamental system upon which digital workflows, content management and media agility can flourish. Where do we stand with digital asset management today? Who's got DAM in place, and who's still on the sidelines? What are the leading systems, and what does it take to put them in place. Find out how to make a DAM success today.

### Automating Production Tasks Through Scripting

*Peter Truskier, July 23, 1:15 p.m.*

From InDesign and Xpress, to Illustrator and Photoshop. On both Mac and Windows. All of today's core content creation applications are scriptable to one extent or another. Whether it's simple scripting of often-repeated tasks or complex multi-application production systems, the power you can unleash with the click of a mouse will save you time and open you up to workflow automation solutions. Find out how to harness this power for yourself.

### Weather Central: A Case Study in Automation

*Chuck Sholdt, July 23, 2:30 p.m.*

Weather Central employs an elegant and elaborate system to produce its daily weather maps for newspapers across the country. Integrating a 4D database, InDesign, XPress, and Illustrator by way of AppleScript, this system translates the work of Weather Central's forecasters into print-ready documents in each client's desired file format and style. Come hear Weather Central's Vice President Chuck Sholdt describe and demonstrate its inner workings.

### New! Dynamic Softproofing in Today's World

*Scott Borhauer, July 23, 3:45 p.m.*

Anywhere, Anytime! The traditional boundaries associated with hard copy proofing are broken down with online proofing. Users can log into a system from anywhere in the world at anytime, enter a review process and communicate with team members. Products on the market today offer feature rich environments that allow for hi-res viewing, densitometer readings, annotations, SWOP certified...The possibilities are endless.

### New! Open forum, "Stump the Chumps"

*Speakers Announced on the Web, July 23, 5 p.m.*

Join us for the last session of the conference where the agenda is YOUR'S to set. Bring work you're proud of, your puzzlers, problems, or gripes. We'll have a number of our speakers (the "Chumps") available to try and help answer your questions, but we're betting that the most valuable contributions will come from you and your fellow attendees.



**P:** 800-848-5523 (or 650-378-7100)  
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## Save with the Gold Passport

As a Gold Passport holder you'll receive maximum benefits and savings: move freely between all sessions throughout the entire event, plus benefit from private access to the Passport Lounge, priority registration lines, and other special offers.

July 21-23	Standard	Early Bird*
<input type="checkbox"/> Gold Passport	\$1,695	\$1,495

## Or, Customize Your Week with Focused Conference Packages

Each of the following packages includes three core conference days of in-depth content on the topics you care most about, as well as the opening day keynote and all general sessions.

July 21-23	Standard	Early Bird*
<input type="checkbox"/> Digital Workflow	\$995	\$895
<input type="checkbox"/> Web Design	\$995	\$895
<input type="checkbox"/> Photoshop	\$995	\$895

You'll receive significant discounts if you register by the Early Bird deadline, June 9. Save \$200+ on your Gold Passport registration; \$100+ on any single-track conference package. Your registration must be postmarked and paid in full by June 9.

## Attention Alumni

Have you been to a previous Thunder Lizard and/or FTP conference? If yes, you can save an additional \$50 off your registration fees when you sign up by June 9, 2004. Details on your alumni benefits should be arriving via mail or e-mail shortly. In the meantime, call us 800-848-5523 (or 650-378-7100) for more information.

**Cancellation Policy:** You may transfer your conference registration to another person within your organization at any time. If you must cancel, notify the conference registrar in writing by June 9, 2004 to receive a refund, less a \$150 cancellation fee. Cancellations made after June 9, as well as "no-shows" are liable for the full registration fee.

In the event that Digital Design World is cancelled by FTP, registration fees only will be refunded. Cancellations of travel and hotel reservations are the responsibility of the attendee.

## Attendee Details

Please fill out completely and print or type information as you wish it to appear on your badge. Photocopy this form for additional registrations.

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