Digital Design World 2004

SAN FRANCISCO

South San Francisco Conference Center
February 18-20

Including These Three Co-located Events
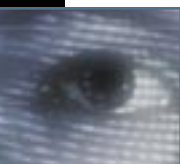
Register by January 7
Save $200
800-848-5523
www.digitaldesignworld.com

Web Design Conference
Web design with Dreamweaver, Flash, Fireworks and Freehand

Photoshop Conference
Photoshop CS Tricks, Shortcuts and best techniques

Digital Workflow Conference
Digital Workflow with PDFX, digital proofing, ebook solutions, Indesign CS, Illustrator CS and QuarkXPress 6.0

Thunder Lizard Productions
Conferences with Content

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 San Francisco 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 PDFX-1a, and the processes to manage integrated, digital design aimed for both print and online media.

We look forward to seeing you San Francisco.

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 $99 a night, including free broadband Internet access, breakfast, drinks, and a free shuttle from San Francisco Airport. 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.

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 January 7 Save $200

Your Conference at a Glance

18-Feb	Web Design	Photoshop	Digital Workflow
9 a.m.	**Keynote** **Beyond Usability: Why Design is Hard and What We're Going To Do About It**		
10:15 a.m.	Creating Effective Web Navigation	Best of Photoshop CS	Indesign CS Tips and Tricks for Print and eBooks
11:30 a.m.	From Tables to Styles: CSS-Based Redesign	Digital Imaging Essentials	Incorporating Quark 6.0 into Your Workflow
12:30 p.m.	Lunch		
1:15 p.m.	Delivering Beautiful Interfaces with CSS	Managing Images with the New File Browser	Illustrator CS Power Tips & Tricks
2:30 p.m.	Patent Pains: New Coding Challenges for Rich Media	Camera Raw in Photoshop CS	Automating Production Tasks Through Scripting
3:45 p.m.	A Designer's Introduction to XML	Get it Sharp!	Optimizing File Verification: Preflight, Midflight, or Postflight?
5 p.m.	Net Words: Effective Web Writing	Professional Inkjet Printing	From Print to the Web and Beyond with XML
6 p.m.	Designers Cocktail Reception		

19-Feb	Web Design	Photoshop	Digital Workflow
9 a.m.	**Keynote** **The future of Digital Imaging: High-Dynamic-Range Photography!**		
10:15 a.m.	Creating Intuitive Interfaces	The CS Digital Darkroom	Annotations and Enhanced PDFs
11:30 a.m.	How Users Surf: What Usability Tests Reveal	Professional Fashion Retouching Techniques	Weather Central: A Case Study in Automation
12:30 p.m.	Lunch		
1:15 p.m.	Designing for Accessibility	Image Restoration	Automation Tools: A Survey
2:30 p.m.	Webcasting: From Zero to Live in 60 Minutes	Real World Masking & Compositing	PDF/X: Harness the Power
3:45 p.m.	Save for Tomorrow: Web Site Preservation	The Photoshop CS WOW! Session	Roll Your Own PDF/X Workflow
5 p.m.	The How and Why of Blogging	Layer Style Magic	Migrating Your Clients to PDF/X

20-Feb	Web Design	Photoshop	Digital Workflow
9 a.m.	**Keynote** **Media Agility for Today's Publisher**		
10:15 a.m.	Best of Macromedia Studio MX 2004	Best of ImageReady CS	Automated PDF Verification & Repair
11:30 a.m.	Adding Interactivity With Dreamweaver MX	Size Matters: Power Optimization Techniques	Digital Asset Management: Where Do We Stand?
12:30 p.m.	Lunch		
1:15 p.m.	Customizing, Automating, & Expanding Dreamweaver MX	Photoshop and Flash	Content Management & Version Control with Adobe Version Cue
2:30 p.m.	Flash MX and ActionScript Secrets	Color Management: In Plain English Please	How to Create eBooks from Your Print Assets
3:45 p.m.	Stephen Hawking and Me: Flash MX Accessibility	Automating Photoshop	In-House RIPs: A Survey
5 p.m.	Fireworks, FreeHand, and Flash	From Photoshop to DVD	Tune-up Your Color Management Workflow

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.

Call 800-848-5523 or visit www.digitaldesignworld.com

Keynotes

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

Jeffrey Veen, February 18, 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 Future of Digital Imaging: High-Dynamic-Range Photography

Jon Meyer, February 19, 9 a.m.

The goal of high-dynamic-range (HDR) imaging is to enable photographers to break free from the color and tonal limitations of today's tools and materials. HDR photography is still in its infancy, but it is poised to revolutionize the industry. Today, there are few commercial HDR products available. In the near future, you can expect an explosion of HDR products and concepts that will totally change how you approach the capture, editing and presentation of your work. This keynote will talk about some of the history and ideas, look at recent research, and offer a glimpse into the future of HDR.

Jon Meyer is a programmer, a teacher and an artist. Jon has fifteen years of experience in the software industry, specializing in computer graphics, animation, and user interfaces. He was an adjunct faculty member in the Photography department at New York Univeristy, and has exhibited his photographs in New York and Seattle. He holds a B.A. in Artificial Intelligence and a M.S. in Computer Science, and is currently studying towards an M.A. Fine Art at Goldsmiths College, London.

HDR principles and background
- **Color range and fidelity (why 8 bits is not enough)**
- **Early three-plate color images from Prokudin-Gorskii 1909-1912**
- **Debevec's multiple-image approach**
- **Tone mapping techniques**
- **HDR products**
- **The future**

HDR in practice
- **Creating your own Prokudin-Gorskii image**
- **Making a HDR image with HDR shop**
- **Faking HDR in Photoshop**
- **Example images**
- **Applications**

Media Agility for Today's Publisher

Thad McIlroy, February 20, 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 S & 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.

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Much More than Sessions
Attend Digital Design World and Your Expertise Extends Far Beyond the Classroom

The Designer's 10
A Contest at Digital Design World
Attend Digital Design World and show us what you can do with Photoshop and Illustrator—you could win cool prizes and dispaly 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

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.

Resource Books
There's way too much to 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.

Enjoy Comfort & Convenience In South San Francisco

All attendees at Digital Design World are invited to stay at the Embassy Suites, part of the Hilton family of hotels. The Embassy Suites Hotel is ideally located just 1 ½ miles north of the San Francisco International Airport and less than a mile from the South San Francisco Convention Center. Staying in San Francisco through the weekend? The Embassy Suites is a mere 9 miles south of the Downtown Area and San Francisco's world-famous attractions.

Attendees will receive the special room rate of $99/night, and benefit from modern conveniences.

• Free Broadband Internet Access
• Free Shuttle Bus Service from
• San Francisco International Airport
• Free Health Club
• Free Cooked To Order Breakfast
• Free Evening Beverages and Snacks

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 Web Design World in Seattle and Digital Design World Boston. 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, February 18, and mix with the industry's best—your speakers, sponsors and fellow attendees.

250 Gateway Boulevard
South San Francisco, CA 94080
650-589-3400 or 1-800-EMBASSY
www.embassysuites.com
To reserve your room, please call the hotel directly at (650) 589-3400 and mention that you are an attendee of Digital Design World presented by Fawcette Technical Publications, Inc.

Web Design

• Creativity • Usability
• Accessibility • Technology

The Web Design conference is all about design: from accessibility to CSS to exploring new approaches in Web interfaces and doing it all with the best technology available. Join top designers and usability experts in San Francisco and learn the secrets of information architecture and interface design, the latest on Web standards and design inspiration. We'll show you how to build accessibility into your workflow, and how the latest Web technologies can set your site apart. Plus, with an entire day focused on Macromedia technologies, you'll get a chance to delve into the tools you use every day—Macromedia Studio MX software, including Dreamweaver MX, Flash MX, and Fireworks MX. Plus, find out how to maximize workgroup productivity with Macromedia Contribute.

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 February.

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, 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

Creating Effective Web Navigation
Steve Mulder, February 18, 10:15 a.m.
How do we help users find and do what they need to do on our sites? With effective navigation schemes. Discover how real users move around a site, and learn the guidelines for successful navigation systems. Learn about navigation models, consistency, labeling, design, and see examples that will make you cheer—and cry.

From Tables to Styles: CSS-Based Redesign
Mark Newhouse, February 18, 11:30 a.m.
A good way to ease into the world of standards and Cascading Style Sheets is to compare a traditional design with one built around CSS and Web standards. In this session, CSS and standards guru Mark Newhouse walks you through the process of rebuilding a page with modern markup. See layout tables and <font> tags disappear before your eyes as you learn the best ways to work standards and CSS into your sites.

New! Delivering Beautiful Interfaces with CSS
Jeffrey Zeldman, Douglas Bowman, Mark Newhouse
February 18, 1:15 p.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.

New! Patent Pains: New Coding Challenges for Rich Media
Mark Newhouse, Jim Heid, February 18, 2:30 p.m.
Do your pages contain embedded Flash, Windows Media, RealSystem, QuickTime, Java, or PDF content? If so, some new coding chores lie ahead. Because of a recent patent case, Microsoft is changing the way Internet Explorer for Windows handles embedded rich media. Make sure your rich media delivers a good experience—learn what's ahead and how to code for it.

A Designer's Introduction to XML
Joe Marini, February 18, 3:45 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.

Net Words: Effective Web Writing
Nick Usborne, February 18, 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.

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Day Two

New! Creating Intuitive Interfaces
Kelly Goto, February 19, 10:15 a.m.
How can you create sites people will actually use and return to? You must incorporate clear messaging, navigation, and usability methods into your site design to provide a clear roadmap for your users to follow. Learn principles of information design, navigation and site architecture, and user testing for improved site designs and happier customers.

New! How Users Surf: What Usability Tests Reveal
Steve Mulder, February 19, 11:30 a.m.
User tests reveal that people scan different types of pages differently. How do users employ navigation? What do they notice and what do they ignore? And what does all this mean for how you design your sites? Learn the behavior patterns of Web users and get the inside track on trends in usability.

New! Design and Accessibility: The Best of Both Worlds
Jeffrey Zeldman, Douglas Bowman, Andrew Kirkpatrick
February 19, 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.

New! Webcasting: From Zero to Live in 60 Minutes
Mark Newhouse, February 19, 2:30 p.m.
Live Webcasts are great for delivering training, lectures, presentations, and more. In this fast-paced session, you'll learn about lighting, set design, hardware and software, and special considerations for the highly compressed nature of streamed video. Mark Newhouse will show build a Webcast from the ground up, culminating in a live Webcast at the end of the session.

Save for Tomorrow: Web Site Preservation
Carrie Bickner, February 19, 3:45 p.m.
There's a kid out there who's going to be president someday, and she has a web site that we're going to want to see 50 years from now. And yet sites are disappearing and changing all the time—roughly half of all sites that existed in 1998 are gone. What should your organization be doing to preserve and archive your sites? What are the legal ramifications? Libraries and museums are beginning to ask these questions—it's time you did, too.

The How and Why of Blogging
Speaker announced on the Web! February 19, 5 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.

Day Three

New! Best of Macromedia Studio MX
Speaker announced on the Web!
February 20, 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 Flash 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.

Adding Interactivity to Web Pages With Dreamweaver MX
Joe Marini, February 20, 11:30 a.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.

Customizing, Automating and Expanding Dreamweaver MX
Joe Marini, February 20, 1:15 p.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.

New! Flash MX and ActionScript Secrets
Speaker announced on the Web!
February 20, 2:30 p.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! Stephen Hawking and Me: Flash MX Accessibility
DL Byron, February 20, 3:45 p.m.
Flash accessibility is a current and controversial topic among designers and developers. Learn how to combine CSS, XHTML, and Flash MX into an accessible, usable, and engaging user experience. See what Flash MX 2004 brings to the accessibility table, and get practical design, code, and deployment advice.

Fireworks, FreeHand, and Flash
Sandee Cohen, February 20, 5 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.

Photoshop

• Capture • Enhance • 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 San Francisco 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 a software product manager at Microsoft working on new tools for design professionals. Author of *Photoshop Power Shortcuts* and conference chair of this year's Photoshop Conference. Michael will fire off Photoshop and Web graphics tips and, in an all-new session, show how to use Photoshop and Flash together.

Day One

New! The Best of Photoshop CS: It's the Little Things...
John Nack, February 18, 10:15 a.m.
Sure, there are some great new features in Photoshop CS that will get a lot of attention and coverage throughout the conference. This session will focus an all of those little updates that might otherwise be overlooked. The ones the engineering team has adjusted, tweaked, honed and shuffled just to make Photoshop the incredible program that it is while simultaneously making our digital imaging lives so much easier. They may not be flashy, but they are sure to make you smile as you realize how much time and effort they'll save you.

Digital Imaging Essentials
Michael Ninness, February 18, 11:30 a.m.
When working with digital images, you often have to deal with the same four problems—the images are the wrong resolution, too dark, too soft or have a color cast. The session will show you how to make the most of your pixels, whether you started with a traditional scan or captured an image with a digital camera. Whether you are going to print or the Web, you will learn how to put your best image forward.

New! Managing Images with the New File Browser
Martin Evening, February 18, 1:15 p.m.
Why "Open" images when you can "Browse"? Keeping track of your growing number of digital images can be confusing and time consuming. In Photoshop CS, the File Browser has become your personal digital light box. With flags, keywords and editable metadata, you can now use the File Browser to quickly organize and locate the image assets you need.

New! Camera Raw in Photoshop CS
Jeff Schewe, February 18, 2:30 p.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.

New! Get it Sharp!
Jeff Schewe, February 18, 3:45 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.

New! Professional Inkjet Printing
Mac Holbert, February 18, 5 p.m.
We've all seen stunning inkjet prints in exhibits and at tradeshows 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.

Register by January 7   Save $200

Day Two

New! The CS Digital Darkroom: Advanced Image Correction Techniques

Katrin Eismann, February 19, 10:15 a.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.

Professional Fashion Retouching Techniques

Martin Evening, February 19, 11:30 a.m.
The whole point of retouching an image is to make it look convincing enough that it doesn't look retouched at all. 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!

Image Restoration

Katrin Eismann, February 19, 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, February 19, 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.

The Photoshop CS WOW! Session

Jack Davis, February 19, 3:45 p.m.
The Photoshop WOW! Book has become such a renowned reference that for many Photoshop users, upgrading to the latest version of the book is as automatic as upgrading their version of Photoshop. Co-Author Jack Davis will showcase his best special effects and illustration techniques that take advantage of what's new in Photoshop CS.

Layer Style Magic

Jack Davis, February 19, 5 p.m.
Never judge a feature by its defaults! That is especially true when you look at the default Layer Styles in the Styles palette. If you are like most Photoshop users, you have probably used the gratuitous Drop Shadow Layer Style, but that's about it. That means you are missing out on the hidden power of one of Photoshop's most underrated features. A Layer Style can be used to enhance a photo, type, or graphics—instantly—by "overlaying" color, texture, dimension, framing, or any of a dozen other resolution independent effects. Come to this session ready to have Jack Davis turn you into a Layer Styles master.

Day Three

The Best of ImageReady CS

John Nack, February 20, 10:15 a.m.
While many folks keep wondering why ImageReady is still a separate product from Photoshop proper, this separation allows Adobe to specifically tweak and fine-tune the user interface for the specific needs of the Web professional. This session will show you how to use the best new features to prepare Web graphics more quickly, easily and efficiently.

Size Matters: Power Optimization Techniques

Michael Ninness, February 20, 11:30 a.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.

Photoshop & Flash: Optimizing Pixels and Workflow

Michael Ninness, February 20, 1:15 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.

Color Management: In Plain English Please

Andrew Rodney, February 20, 2:30 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.

Automation: Photoshop for Lazy People

Michael Ninness, February 20, 3:45 p.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. And for the power geek, Photoshop CS is now completely scriptable via AppleScript, Visual Basic and JavaScript. This session is all about making Photoshop and ImageReady do the work for you and is guaranteed to save you time.

New! From Photoshop to DVD

Daniel Brown, February 20, 5 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.

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 Quark and InDesign to pre-flight verification utilities and in-house RIPs, 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. Five sessions tackle the hot topic of PDF/X production, from technology to the human side of client management.

Co-chairing this event are Peter Truskier of premdiasystems, and Michael Hollister of FTP, Inc., Thunder Lizard's parent company.

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

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

Day One

New! InDesign CS Tips and Tricks for Print and eBooks
Steve Werner, February 18, 10:15 a.m.
InDesign 2 brought us powerful new features—transparency and flattening presets, high-quality typography, tables, and more. InDesign CS builds on these advances and also offers better workspace management, separation and flattening preview, PDF/X export, and new eBook creation features. We'll show you how to use these new features to speed your creative and production work.

New! Incorporating QuarkXPress 6 into Your Workflow
Steve Werner, February 18, 11:30 a.m.
With version 6, QuarkXPress has made its transition to a Mac OS X only application. It offers new ways of working with projects and layouts, text synchronization, the incorporation of the Jaws RIP for creating PDFs and high-resolution previews. We'll examine how to incorporate this new version into your workflow, and help you deal with the bumps on the road that come with a new application version.

New! Illustrator CS Power Tips and Tricks
Sandee Cohen, February 18, 1:15 p.m.
You don't have to be an artist to create exceptional graphics in Illustrator CS. Discover how even the most simple shapes can be turned into exciting three-dimensional and perspective graphics. See how the new OpenType features make it easy to create sophisticated text with ligatures, swashes, and fractions. Learn how the Live Effects such as Scribble can be used for both artwork and text. And discover how it all can be automatically applied using Illustrator's Graphic Styles and Symbols.

New! Automating Production Tasks Through Scripting
Peter Truskier, February 18, 2:30 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.

New! Optimizing File Verification: Preflight, Midflight, or Postflight?
Speaker Announced on the Web, February 18, 3:45 p.m.
Integrity is rarely a valid presupposition in many workflow scenarios. However, a minimal amount must be ensured throughout the production process. How do you ensure a reasonable balance between checks and productivity? Based on your workflow and deliverable file type, what are the appropriate points in your process to run automated file integrity and compliance checks? We'll explore the ins and outs of this question, and come up with some possibly surprising conclusions that keep your projects moving quickly without compromising quality.

New! From Print to the Web and Beyond with XML
Speaker Announced on the Web, February 18, 5 p.m.
Before XML, the advantages of the Web—timeliness, interactivity, and low cost of delivery—were offset by unsophisticated presenation options that seldome 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.

Register by January 7 Save $200

Day Two

New! Annotations and Enhanced PDFs

Sandee Cohen, February 19, 10:15 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! Weather Central: A Case Study in Automation

Chuck Sholdt, February 19, 11:30 a.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 Sholt describe and demonstrate its inner workings.

New! Automation Tools: A Survey

Peter Truskier, February 19, 1:15 p.m.
In building automated production systems users can employ a wide range of tools to create robust and user-friendly systems. This session will provide an overview from scripting and programming tools such as AppleScript Studio, RealBASIC, and Visual Basic to hot-folder-capable production applications like Adobe Acrobat Distiller, CaslonSoft's Caslon Flow, and Dalim Twist.

New! PDF/X: Harness the Power

Dwight Kelly, February 19, 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.

New! Roll Your Own PDF/X Workflow

Peter Truskier, February 19, 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.

New! Migrating Your Clients to PDF/X

Linda Manes Goodwin, February 19, 5 p.m.
Convincing your clients to submit their work as PDF/X files is as much about psychology as it is technology. You can make your life simpler by gently bringing them around to the many benefits this process ensures, all the while remembering that how you approach migration depends on whether you're creating and sending files, or if you're at the site receiving them. This session will explore real world experiences in implementing and managing such a migration from both sides.

Day Three

New! Automated PDF Verification and Repair

Speaker Announced on the Web, February 20, 10:15 a.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.

New! Digital Asset Management—Where Do We Stand?

Thad McIlroy, February 20, 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.

New! Content Management and Version Control with Adobe Version Cue

Speaker Announced on the Web, February 20, 1:15 p.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.

New! How to Create eBooks from Your Print Assets

Jeff Bruce and Sunny Waugh, February 20, 2:30 p.m.
Digital publishing is the newest form that enables print publications to reach a broader audience, gain economies of scale, and increase circulation. Readers get the same content, the same graphics, and the same look-and-feel of print magazines—in a format they prefer! Come see how publishers can turn their print production investment into digital revenue by leveraging their current assets.

New! In-House RIPs: A Survey

Jim Birkenseer and Elizabeth Wimmer,
February 20, 3:45 p.m.
In order to be printed, every page must ultimately be processed by a RIP (Raster Image Processor). Depending on your workflow, this may happen at the publisher's site, a prepress provider, or the printing plant. But what about taking on the RIP experience in house—will it ultimately save you time and money, or is it logistically too complicated to tackle with your internal team? Find out if in-house RIPping make sense for you. Our panel of vendors and users will explore the workflow and equipment options available to publishers like you.

New! Tune-up Your Color Management Workflow

Brian Gaughen, February 20, 5 p.m.
From photography and scanning to proofing and final output, properly implemented color management systems can help ensure consistent color reproduction and avoid surprises. In this session, we'll discuss ways for publishers to establish good color communication and management with their clients and printer.

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☐ Web Design	$995	$895	$795
☐ Photoshop	$995	$895	$795

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Attention Alumni

Have you been to a previous Thunder Lizard and/or FTP conference? If yes, you can save an additional $50 off you're your registration fees when you sign up by January 7, 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 many transfer your conference registration to another person within your organization at any time. If you must cancel, notify the conference registrar in writing by January 7, 2004 to receive a refund, less a $150 cancellation fee. Cancellations made after January 7, 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.

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