



# Design with Adobe® Creative Cloud™

Basic projects using Photoshop®,  
InDesign®, Muse™, and more

A large, abstract, low-poly illustration of a red bird in flight, positioned in the center-right of the cover. The bird is composed of various shades of red and orange polygons. The background features a complex geometric design with a large, stylized eye shape in the upper right, a circular pattern of black and white triangles on the left, and a purple and black polka-dot pattern at the bottom. The overall style is modern and digital.

**CLASSROOM IN A BOOK®**

The official training workbook from Adobe Systems



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InDesign®, Muse™, and more

## CLASSROOM IN A BOOK®

The official training workbook from Adobe Systems

Design with Adobe Creative Cloud Classroom in a Book

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Adobe Press books are published by Peachpit, a division of Pearson Education located in San Francisco, California. For the latest on Adobe Press books, go to [www.adobepress.com](http://www.adobepress.com). To report errors, please send a note to [errata@peachpit.com](mailto:errata@peachpit.com). For information on getting permission for reprints and excerpts, contact [permissions@peachpit.com](mailto:permissions@peachpit.com).

Writer: Conrad Chavez  
Project Editor: Nancy Peterson  
Development/Copyeditor: Anne Marie Walker  
Production Editor: Katerina Malone  
Technical Editor: Chad Chelius  
Proofer: Darren Meiss  
Compositor: Danielle Foster  
Indexer: Karin Arrigoni  
Cover design: Eddie Yuen  
Interior design: Mimi Heft

Printed and bound in the United States of America

ISBN-13: 978-0-321-94051-3

ISBN-10: 0-321-94051-2

9 8 7 6 5 4 3 2 1

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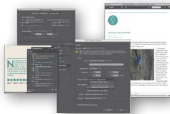




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# GETTING STARTED

Adobe Creative Cloud gives you everything you need to create your best work. With it you can deliver eye-catching digital images and graphics that remain crisp when scaled. You can also lay out high-impact printed pages with exquisite typography, build HTML5/CSS3 websites that look great on any screen, and design applications for tablets and smartphones.

This Classroom in a Book introduces you to the key elements and applications of Adobe Creative Cloud in a design workflow.

## About Classroom in a Book

*Design with Adobe Creative Cloud Classroom in a Book* is part of the official training series for Adobe graphics and publishing software developed with the support of Adobe product experts. Each lesson in this book is made up of a series of self-paced projects that give you hands-on experience using the following Adobe products: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Muse CC, Adobe Acrobat XI Pro, and Adobe Bridge CC.

*Design with Adobe Creative Cloud Classroom in a Book* uses lesson files that are available online along with additional learning resources. To use these files, see “Accessing the Classroom in a Book files” later in this chapter.

## Prerequisites

Before you begin working on the lessons in this book, make sure that you and your computer are ready.

## Computer requirements

You’ll need about 1.2 GB of free space on your hard drive to store all of the lesson files and the work files that you’ll create as you work through the exercises.

## Required skills

The lessons in this book assume that you have a working knowledge of your computer and its operating system. Make sure that you know how to use the pointer and the standard menus and commands, and also how to open, save, and close files. In addition, you should know how to use context menus, which open when you right-click/Control-click items, and scroll (vertically and horizontally) within a window to see content that may not be visible in the displayed area.

If you need to review these basic and generic computer skills, see the documentation included with your Microsoft Windows or Apple OS X software.

## Installing Adobe Creative Cloud

Before you begin using *Design with Adobe Creative Cloud Classroom in a Book*, make sure that your system is set up correctly and that you've installed Adobe Creative Cloud. You must purchase an Adobe Creative Cloud subscription separately. For system requirements, see [www.adobe.com/products/creativecloud/tech-specs.html#requirements](http://www.adobe.com/products/creativecloud/tech-specs.html#requirements).

Once you've begun your Creative Cloud subscription and installed the Creative Cloud desktop application, you can then install any of the software required for this book using the Apps tab in the Creative Cloud desktop app.

Because this book focuses on design, it does not use every Adobe Creative Cloud application. You need to install only the applications for the lessons you plan to complete.

## Applications used in the lessons

	Lesson									
	1	2	3	4	5	6	7	8	9	10*
<b>Adobe Bridge CC</b>	•	•		•					•	•
<b>Adobe Photoshop CC</b>	•	•			•				•	•
<b>Adobe Illustrator CC</b>	•									
<b>Adobe InDesign CC</b>		•				•	•	•	•	•
<b>Adobe Acrobat Pro XI</b>		•						•		
<b>Adobe Muse CC</b>			•	•						

\* Lesson 10 is available online from [peachpit.com](http://peachpit.com) along with the downloadable lesson files for this book (see “Downloading the Classroom in a Book files”).



# Downloading the Classroom in a Book files

To work through the projects in this book, you'll need to download the lesson files from peachpit.com. You can download the files for individual lessons, or download them all at one time.

To access the Classroom in a Book files:

- 1 On a Mac or PC, go to [www.peachpit.com/redeem](http://www.peachpit.com/redeem) and enter the code found at the back of your book.
- 2 If you do not have a Peachpit.com account, you will be prompted to create one.
- 3 The downloadable files will be listed under the Lesson & Update Files tab on your Account page.
- 4 Click the lesson file links to download them to your computer.
- 5 Any ZIP files you download are compressed, so double-click to decompress them before beginning the lessons. When decompressed, they will appear as folders containing lesson files.

## Checking for Updates

Adobe periodically provides software updates. To check for updates in any program, go to the Help menu and choose Updates. For book updates and bonus material, visit your Account page on Peachpit.com.

## Additional Resources

*Design with Adobe Creative Cloud Classroom in a Book* is not meant to replace documentation that comes with the program or to be a comprehensive reference for every feature. Only the commands and options used in the lessons are explained in this book. For comprehensive information about program features and tutorials, please refer to these resources:

**Adobe Creative Cloud Help and Support:** At [helpx.adobe.com/creative-cloud/topics/getting-started.html](http://helpx.adobe.com/creative-cloud/topics/getting-started.html) you can find and browse Help and Support content on adobe.com.

**Adobe Creative Cloud Learning:** [helpx.adobe.com/creative-cloud/tutorials.html](http://helpx.adobe.com/creative-cloud/tutorials.html) provides inspiration, key techniques, cross-product workflows, and updates on new features. The Creative Cloud Learn page is available only to Creative Cloud members.

**Adobe Forums:** [forums.adobe.com](http://forums.adobe.com) lets you tap into peer-to-peer discussions, questions and answers on Adobe products.

**Adobe TV:** [tv.adobe.com](http://tv.adobe.com) is an online video resource for expert instruction and inspiration about Adobe products, including a How To channel to get you started with your product.

**Adobe Design Center:** [www.adobe.com/designcenter](http://www.adobe.com/designcenter) offers thoughtful articles on design and design issues, a gallery showcasing the work of top-notch designers, tutorials, and more.

**Adobe Developer Connection:** [www.adobe.com/devnet.edu.html](http://www.adobe.com/devnet.edu.html) is your source for technical articles, code samples, and how-to videos that cover Adobe developer products and technologies.

**Resources for educators:** [www.adobe.com/education.edu.html](http://www.adobe.com/education.edu.html) includes three free curriculums that use an integrated approach to teaching Adobe software and can be used to prepare for the Adobe Certified Associate exams.

Also check out these useful links:

**Adobe Marketplace & Exchange:** [adobeexchange.com](http://adobeexchange.com) is a central resource for finding tools, services, extensions, code samples, and more to supplement and extend your Adobe products.

**Adobe Creative Cloud home page:** [creative.adobe.com](http://creative.adobe.com) is the page where you can sign into Creative Cloud, so that you can gain access to Creative Cloud services and application downloads.

**Adobe Labs:** [labs.adobe.com](http://labs.adobe.com) gives you access to early builds of cutting-edge technology, as well as forums where you can interact with both the Adobe development teams building that technology and other like-minded members of the community.

## Adobe Certification

The Adobe training and certification programs are designed to help Adobe customers improve and promote their product-proficiency skills. There are four levels of certification:

- Adobe Certified Associate (ACA)
- Adobe Certified Expert (ACE)
- Adobe Certified Instructor (ACI)
- Adobe Authorized Training Center (AATC)

The Adobe Certified Associate (ACA) credential certifies that individuals have the entry-level skills to plan, design, build, and maintain effective communications using different forms of digital media.

The Adobe Certified Expert program is a way for expert users to upgrade their credentials. You can use Adobe certification as a catalyst for getting a raise, finding a job, or promoting your expertise.

If you are an ACE-level instructor, the Adobe Certified Instructor program takes your skills to the next level and gives you access to a wide range of Adobe resources.

Adobe Authorized Training Centers offer instructor-led courses and training on Adobe products, employing only Adobe Certified Instructors. A directory of AATCs is available at [partners.adobe.com](https://partners.adobe.com).

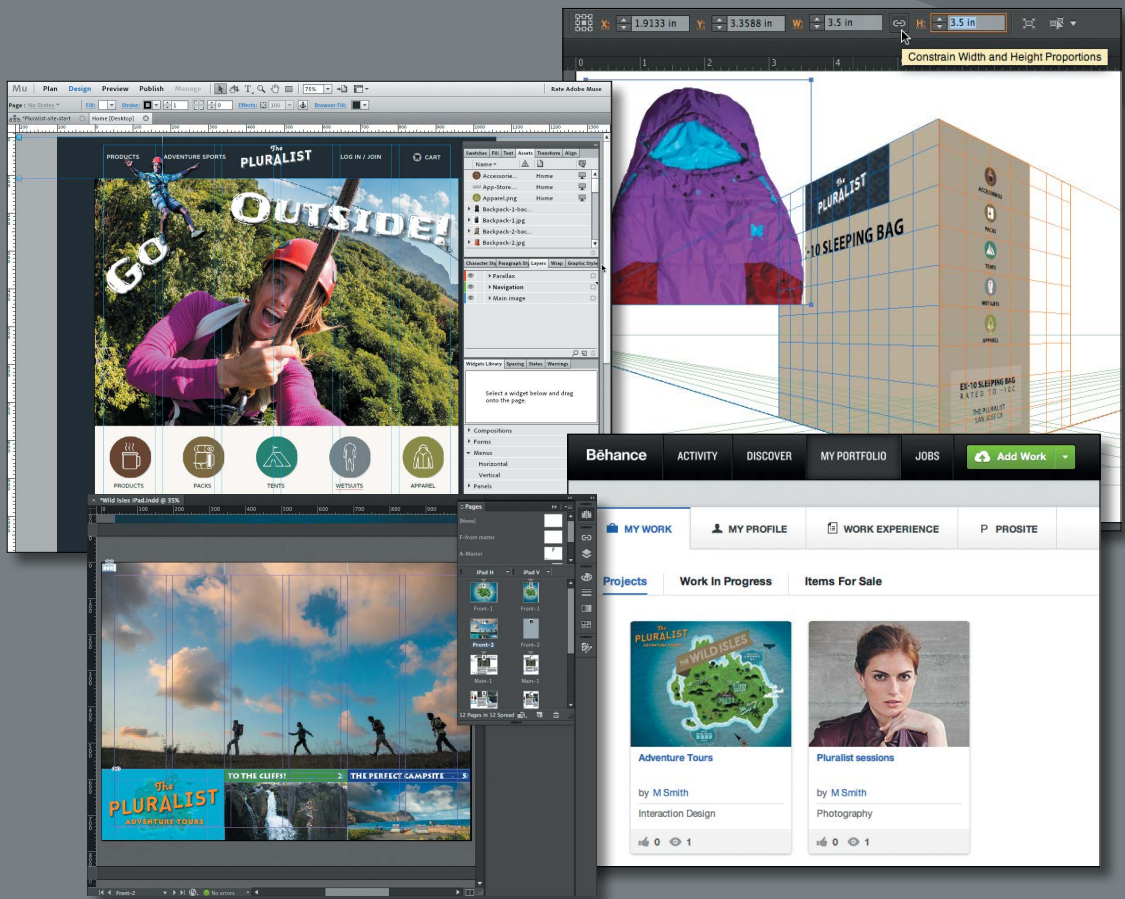
For information on the Adobe Certified programs, visit [training.adobe.com/certification.html](https://training.adobe.com/certification.html).

# ADOBE CREATIVE CLOUD

## **Everything you need to create your best work**

Creative work crosses more boundaries than ever. Projects can be cross-media, possibly destined for print, web, and video. They can be cross-platform, appearing on computers, tablets, and smartphones. And they can be collaborative, with team members spread across cities or countries.

Access to the entire collection of Creative Cloud tools helps you solve any creative problem. Solutions such as Adobe Digital Publishing Suite, Single Edition and Adobe Muse greatly simplify publishing content on new media platforms. Take advantage of the Creative Cloud website ([creative.adobe.com](http://creative.adobe.com)) and integration with the Behance creative community to easily share your work with project colleagues or potential clients.



Adobe Creative Cloud helps you meet your workflow challenges by providing you with the tools to create, work together, share, and publish.

# Create professional graphics and type

A design project typically involves many components, including images, drawings, text, interactivity, and dynamic media, such as video and audio. Creative Cloud brings together graphics, type, and color tools that you can use to create or edit a wide range of media for any creative project.

## Edit images precisely with Photoshop CC

Adobe Photoshop CC offers more speed, power, and freedom to create compelling images as the standard in professional, image editing software. You can start from a digital camera image and create digital paintings with flexible brush tools or graphics for websites. You can also use intelligent editing tools to create composite images by combining elements, correct lens curvatures and other distortions, create photographic blur effects, straighten images in seconds, create 360-degree panoramas, extend depth of field, and more.



Adobe Camera Raw 8, included with Photoshop CC, lets you edit the raw formats of many digital cameras and provides improvements that help you heal images, fix perspective distortions, and create vignettes. In addition, in Photoshop CC, Adobe Camera Raw is available as a filter you can apply to any layer.

Photoshop includes robust Save for Web tools for optimizing your images for any medium, from print to online to mobile. You can share images directly from Photoshop to Behance so you can showcase your work or get feedback from colleagues.

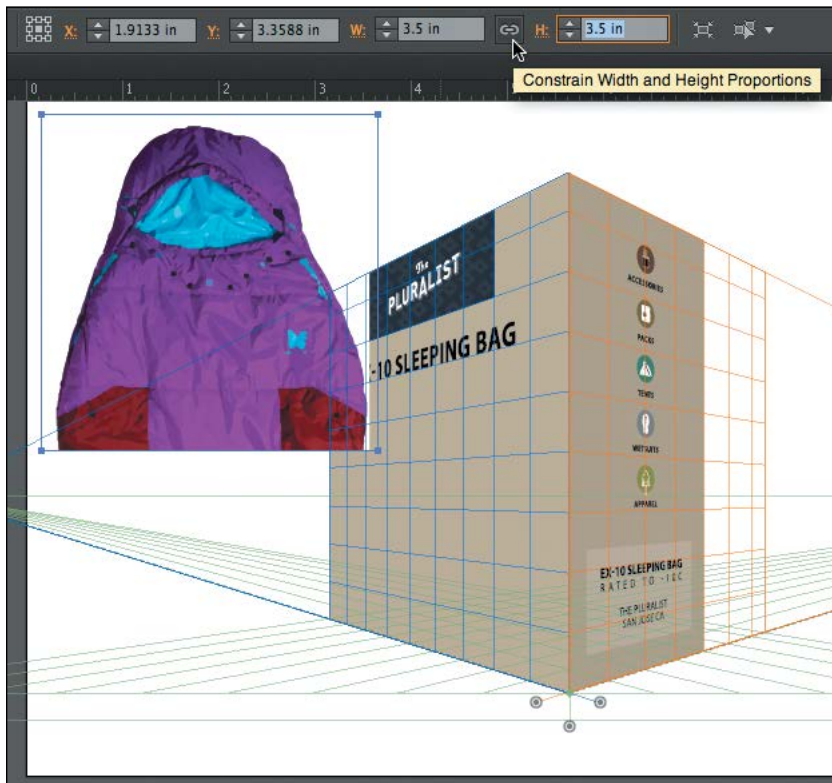
Because digital video has become an essential part of many creative projects, you can use Photoshop to edit video with a designer-friendly user interface. You'll edit a video in Photoshop in Lesson 5, "Creating a Video with Photoshop."

## Create scalable designs and drawings with Illustrator CC

When you want to create drawings, designs, logos, and patterns that scale easily as vector graphics, Adobe Illustrator CC provides a deep set of tools so you can develop ideas quickly and precisely. You can use Image Trace to convert photos or other images into vector artwork, create smooth-edged shapes using precise drawing tools, or paint with brush strokes you can edit. The type tools in Illustrator support advanced typography, and you can develop logos and other designs based on font characters you've converted to paths.

The ability to create multiple artboards of different sizes lets you work out multiple variations or iterations of your design projects in a single Illustrator document. For example, you can design a set of business stationery that includes a business card, letterhead, and envelope, and store them all in the same Illustrator file.

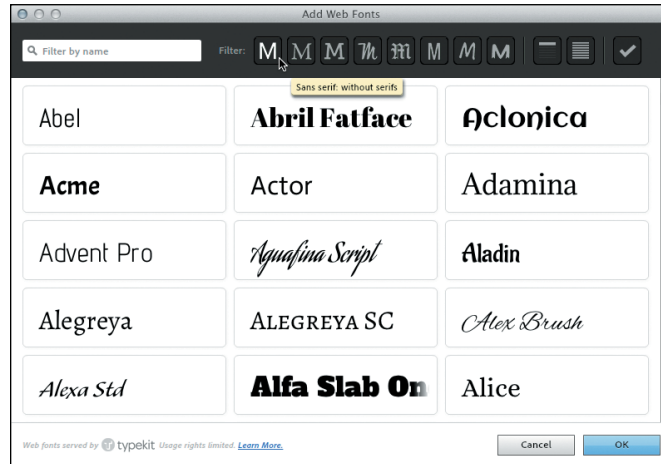
As in Photoshop, you can prepare your Illustrator graphics for the web or mobile devices using Save for Web optimization tools, and you can share your Illustrator projects directly to Behance for self-promotion or feedback.



## Gain access to thousands of fonts with TypeKit

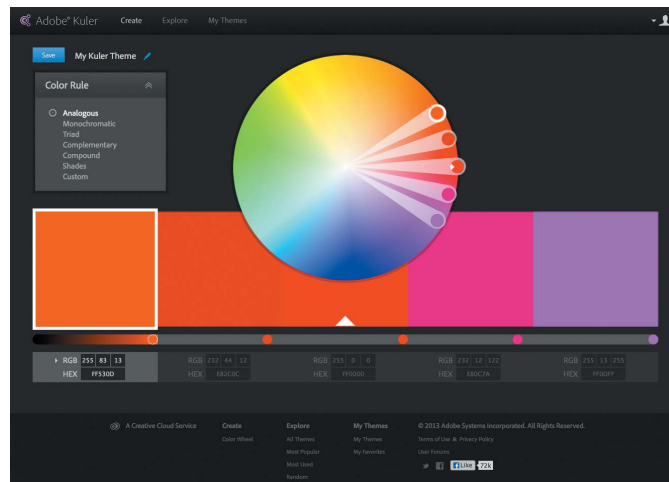
● **Note:** As this book is being written, Adobe plans to let you use TypeKit fonts with any of your desktop applications by syncing them to your desktop. For the current status of this feature, check your Creative Cloud desktop app for updates: This app will be used to enable the desktop font sync feature.

Your Creative Cloud subscription gives you access to thousands of valuable fonts through Adobe TypeKit, making it much easier and faster for you to find the perfect font. You can use Adobe TypeKit fonts directly from Adobe Muse.



## Create color schemes with Adobe Kuler

Adobe Kuler lets you create color themes in some Creative Cloud applications, using an iPhone or using your web browser. The Adobe Kuler iPhone app lets you capture color schemes from whatever is in front of you (such as a garden or a street scene), or you can design your own color scheme using the Kuler app or website (kuler.adobe.com). You can use Creative Cloud to sync your Kuler color schemes between Creative Cloud applications, the Kuler website, and Adobe apps. The Kuler website is also a great place to explore color themes shared by others.





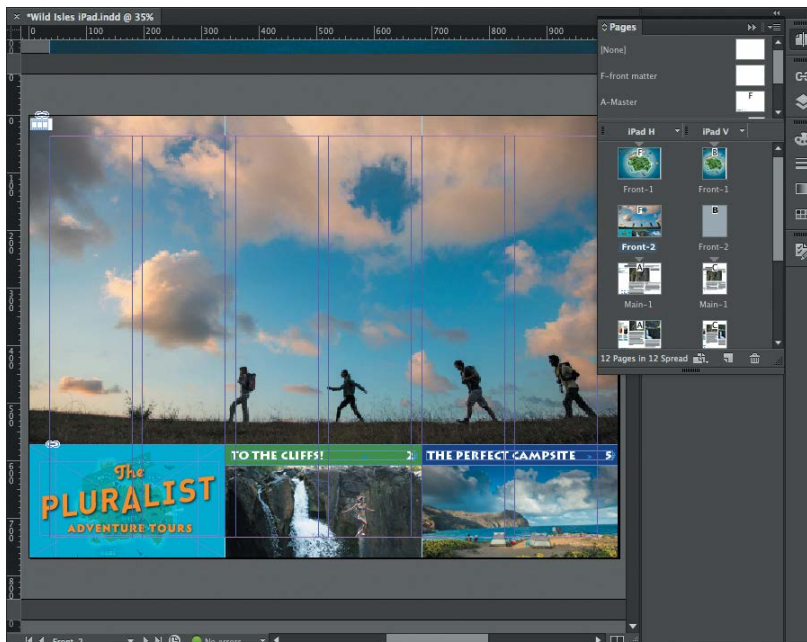
# Design publications for print and mobile devices

Once you have completed the components for your design projects, you need to integrate them into a finished, polished piece. Creative Cloud provides the essential pieces that complete your design workflow.

## Create print and online documents with Adobe InDesign CC

As a hub for publication design and production, InDesign is where everything comes together: With InDesign, you can lay out pages that include content, such as images from Adobe Photoshop CC, scalable artwork from Adobe Illustrator CC, and styled text from your word processor. You can create documents many pages long that remain easy to maintain and revise thanks to production-strength tools for text and graphics.

With deep roots in high-end print publishing, the powerful and precise layout features in InDesign help you meet the highest professional standards of creative design, typography, production, and final output. The sophisticated layout capabilities in InDesign now drive digital publishing—from fast and efficient output of PDF files and EPUB ebooks to the ability to work directly with Adobe Digital Publishing Suite to create book apps for tablets and smartphones. Liquid Layout rules, Alternate Layouts, Linked Content, and the Content Collector greatly simplify creating and maintaining layouts for multiple devices from one publication.



## Produce professional-quality PDF files with Adobe Acrobat XI Pro

Adobe Creative Cloud includes Adobe Acrobat XI Pro because the Adobe Portable Document Format (PDF) plays a central role in many design workflows. With Adobe Acrobat XI Pro, you can create and edit professional PDF files for delivery of print design projects for final output on press, and for sharing and distributing documents or interactive titles online.

Although Creative Cloud applications such as InDesign, Illustrator, and Photoshop make it easy to create full-featured interactive or press-ready PDF files on their own, Acrobat XI Pro is valuable when you want to perform further enhancement, management, and optimization, such as combining multiple PDF files and reducing the file size of the combined file.

If you design print publications, Acrobat XI Pro integrates smoothly with the print production features in Adobe InDesign CC, such as color management and CMYK support, and with long document features, such as a hyperlinked index and table of contents. If you create online documents for desktop or mobile devices, you can use Acrobat Pro to design interactive forms, protect sensitive information, add media (such as video and audio), and include multiple types of materials in one file. You can also organize and track online reviews of shared documents and collect comments.

## Share work with your community

Design is typically a collaborative activity between designer, client, and community, and that collaboration increasingly happens online. Adobe Creative Cloud supports online collaboration through features such as the Behance online creative community and file syncing.

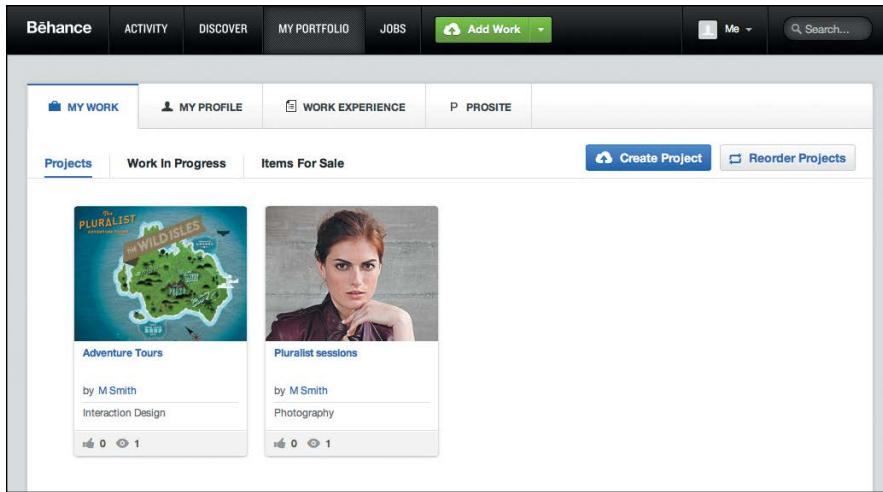
● **Note:** As this book is being written, Adobe plans to integrate Behance with more Creative Cloud applications. For the current status of this feature, check your Creative Cloud desktop app for application updates. Applications integrated with Behance have a Share on Behance command (File > Share on Behance).

### Get connected with Behance

Adobe Creative Cloud gives you direct access to the Behance creative community where you can showcase your work, get feedback, and find creative inspiration. Behance provides you with a way to reach out beyond your local community and connect with top creatives around the world.

Creative Cloud applications streamline your connection to Behance. Instead of having to switch to a web browser to work with Behance, you can upload your work directly from applications, such as Adobe Photoshop CC and Adobe Illustrator CC, and you can monitor your Behance activity stream directly in the Creative Cloud desktop app. You can display your work publicly or to a specific audience and get

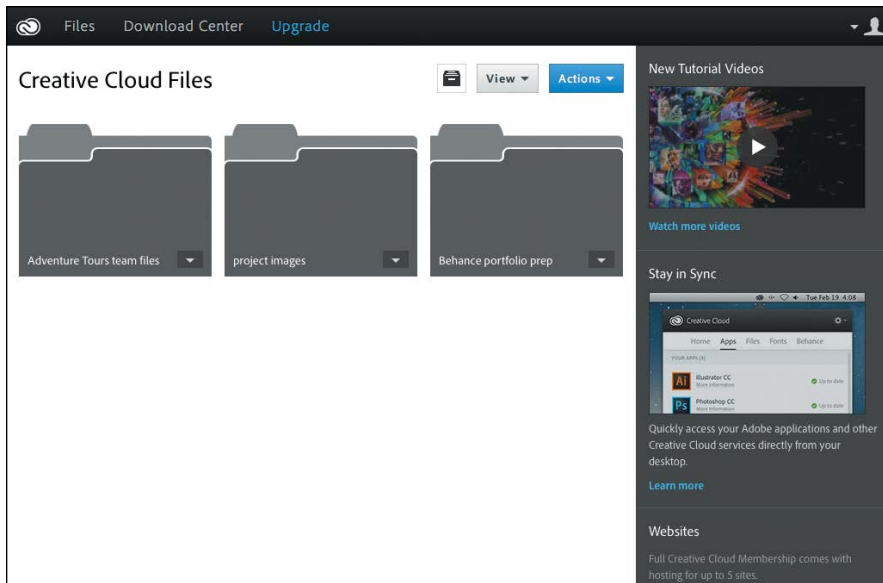
the feedback you need to improve your work. Behance includes direct connections to social media like Twitter and Facebook to help you promote your work online.



## Privately share files with Creative Cloud online storage

Your Adobe Creative Cloud account provides you with online file storage and sharing. You can upload and share files through a web browser. Storing files online makes it easier for you to work anywhere, and the ability to share files privately makes Creative Cloud storage useful for collaboration.

● **Note:** As this book is being written, Adobe plans to let you synchronize files on your desktop with Creative Cloud online file storage so that you don't have to manually upload and download them. For the current status of this feature, check your Creative Cloud desktop app for updates.



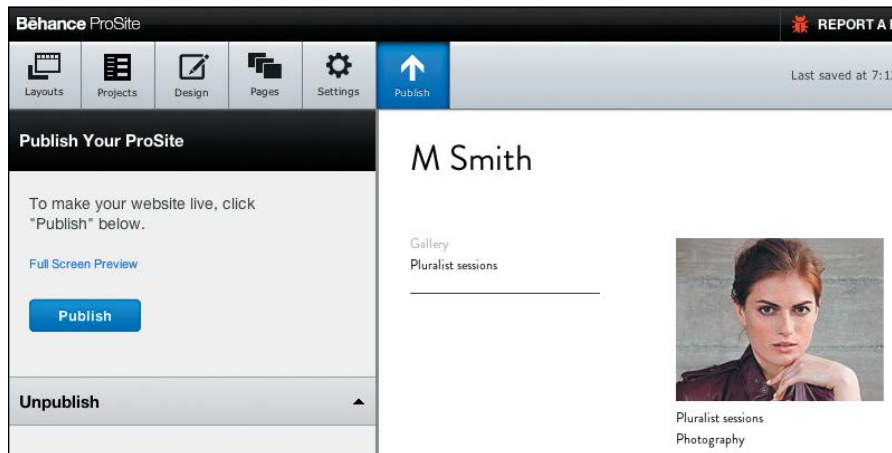
# Create customized websites for your work or clients

Sharing your work on your own website is essentially required in today's design world, but building a website can require skills, time, and energy that draw you away from your creative projects. Adobe Creative Cloud provides several ways to create personalized websites without writing code, depending on what you need.

## Show your best work in a ProSite portfolio

You can create a professional public portfolio easily and quickly using ProSite, a pro-level feature of Behance. In ProSite, portfolio creation begins by selecting a layout, customizing it, and adding projects. ProSite includes beautiful templates and powerful controls for personalizing the look of your portfolio, all within your web browser. When you're ready to show your work to the world, click Publish. This example shows a portfolio containing one project; to see real-world examples of portfolios with many projects you can explore, visit [www.behance.net](http://www.behance.net).

You can link your Behance account to other social network accounts, including Twitter, LinkedIn, Google, and Facebook, so that it just takes an instant to promote any of your content from Behance. As you grow your Behance ProSite presence, you can monitor its effectiveness with built-in statistics reporting that includes project views and portfolio views over time.



# Build your own website in Adobe Muse CC without writing code

If you want to create a fully customized website design, you can do it in Adobe Muse CC without writing code. Adobe Muse stands out from other website creation tools in that you can design websites using familiar tools and commands like those in Adobe InDesign CC. You can create your website by thinking like a designer, not a web programmer.

The design freedom Muse provides doesn't compromise the technical quality of the site. Websites you create with Muse adhere to web standards, and you can easily create a single site with layouts customized for desktop computers, tablets, and smartphones. When you create mobile versions of a website, not only are they sized appropriately for the screen, but they also respond to touch gestures like swipes and pinches. These advantages help provide your site's visitors with a positive experience, no matter how they view your site.

Adobe Creative Cloud also simplifies publishing and hosting of your website by providing you with Adobe Business Catalyst web hosting services. Your Creative Cloud subscription lets you use Business Catalyst to host up to five websites for you or your clients.

You'll work with an Adobe Muse website in Lesson 3, "Creating a Mobile-Friendly Website."

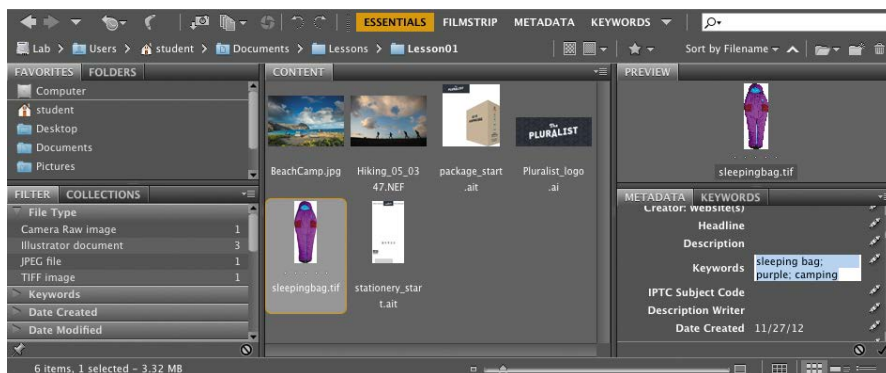


## Work flexibly, online or offline

Adobe Creative Cloud works for you whether or not you are connected to the Internet. When you're connected to the Internet, you can take advantage of application integration with Creative Cloud online tools. You can continue to work when you aren't online because Creative Cloud applications are installed locally on your computer. You can store your files locally (on your own disks or servers) or in the online storage provided as part of your Creative Cloud account.

## Manage project files using Adobe Bridge

With Adobe Bridge CC, you can manage your media with centralized access to all of your creative assets. Regardless of the Adobe Creative Suite software you use, your projects will likely involve various files and formats. You may be organizing documents and graphics from different sources or finding your way through a large media library. Adobe Bridge is an advanced media manager that helps you quickly locate and organize the files you need, and move them directly into the Adobe Creative Suite software you're using. Adobe Bridge helps you work with images, text, the native file formats of Creative Suite software—such as Photoshop, InDesign, and Illustrator—videos, fonts, and more. Powerful searching, content filters, and thumbnail views help you zero in on the files you need, and large previews enable you to ensure that you're opening the correct file. You'll use Adobe Bridge in many lessons in this book.

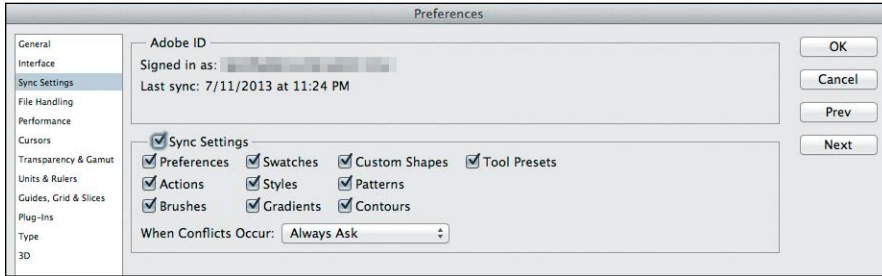


## Take your work anywhere

When you're away from your computer, you can work on any other computer that meets the system requirements for Creative Cloud. Your subscription works on up to two computers, such as a desktop and a laptop, or even one Mac and one Windows computer. For example, you can work on a computer at a client's office by signing into Creative Cloud, downloading the applications you need, and then

signing out when you're done. This flexible licensing also makes it easy to stay on schedule on a secondary computer if your primary computer is out for repairs.

To save even more time, you can synchronize the settings of some applications to Creative Cloud. For example, you can sync Photoshop preferences, actions, brushes, and other settings to Creative Cloud. This makes it easy to set up your Photoshop customizations on another computer or to quickly restore your personal settings in case you have to reinstall Photoshop.

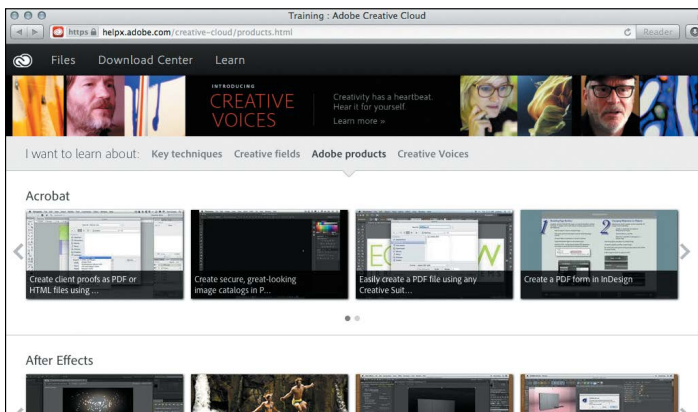


If you upload your project files to the online storage included with your Creative Cloud subscription, you'll be able to download those files on another computer. Combined, the flexible licensing, settings synchronization, and online file storage give you the ability to liberate your work from your primary computer so you can complete it anywhere.

## Get more training anytime

With all of the tools available to you through Creative Cloud, you'll sometimes want to use an application or service that's new to you. An extensive library of Creative Cloud training videos help you get up and running quickly when you encounter a Creative Cloud tool that's unfamiliar. Immediate access to relevant training helps save time that you might otherwise spend searching for the right tutorial.

► **Tip:** To watch additional training videos about Adobe applications, visit [tv.adobe.com](http://tv.adobe.com).



# Expand your creative universe

Although you might initially use the Adobe Creative Cloud applications that focus on design, Creative Cloud gives you plenty of room to grow as you develop your career.

## Photography

If you routinely work with photo shoots using Adobe Camera Raw, Adobe Photoshop, and Adobe Bridge, you might consider using Adobe Photoshop Lightroom. It's optimized for precise processing and highly efficient organization of large numbers of photos and lets you easily create slide shows, videos, and books from your photographs.



## Video editing and production

You can quickly create a video using the designer-friendly video-editing tools in Photoshop CC, as you will in Lesson 5, “Creating a Video with Photoshop.” If you feel like tackling more ambitious video projects, Creative Cloud provides professional video production tools as well, such as Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Audition CC, and Adobe SpeedGrade CC.

## Web development

Although ProSite and Adobe Muse are the best options for building websites if your focus is on design rather than coding, experienced web programmers can take advantage of a variety of advanced Adobe Creative Cloud web development tools, including Adobe Dreamweaver CC, Adobe Flash Professional CC, Edge Code CC, Edge Inspect CC, and Edge Reflow CC.



## Touch App plug-ins

If you use Adobe Touch Apps such as Photoshop Touch or Adobe Ideas on your smartphone or tablet, you can integrate them with Creative Cloud desktop apps using Touch App plug-ins. For example, by installing Touch App plug-ins, you can transfer an image you edited using Photoshop Touch from your tablet to Photoshop CC on your desktop. You can install the Touch App plug-ins from the Creative Cloud desktop app.

## Let's begin

Now that you've been introduced to the full range of applications and services that Creative Cloud offers, it's time to jump into Lesson 1 and start learning about the Creative Cloud tools that will enhance your design workflow.

# 4

## USING FONTS WITH ADOBE CREATIVE CLOUD

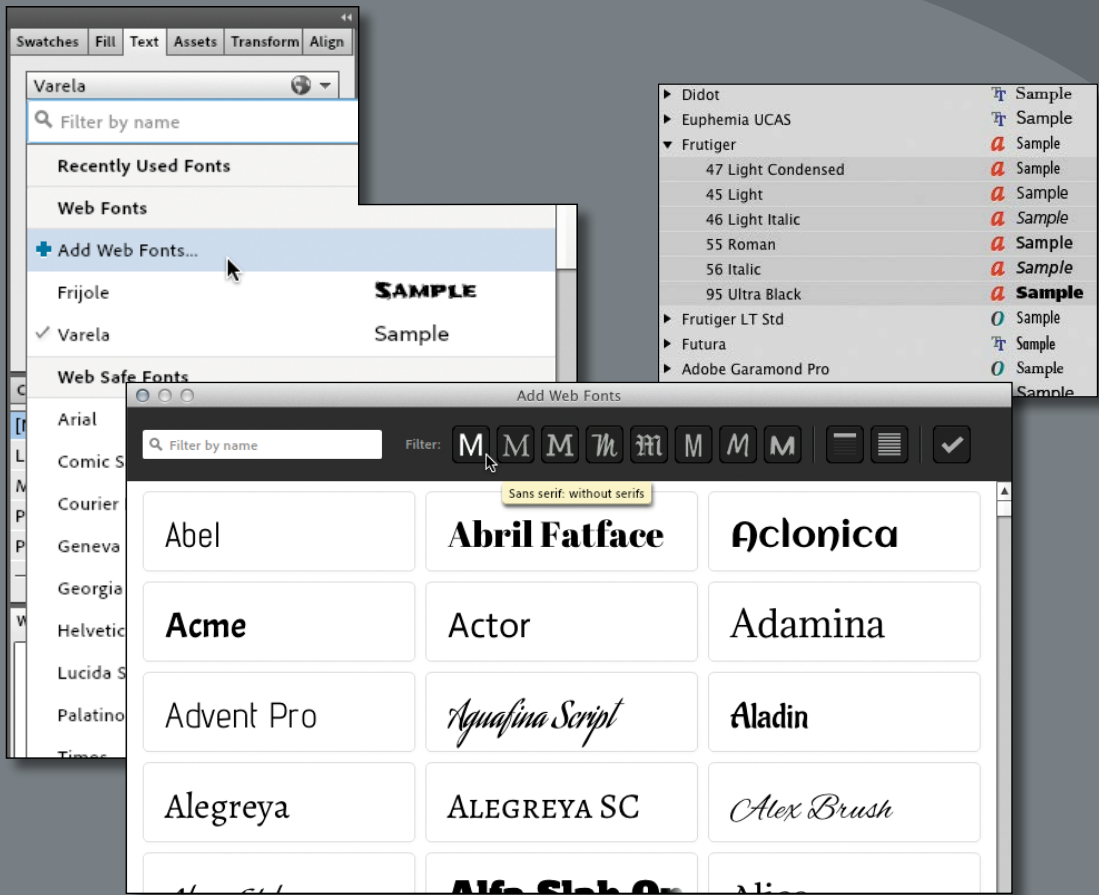
### Lesson overview

The way you set up your documents and create your assets will affect how easily and efficiently you can design your work. This lesson will introduce you to some important skills and concepts:

- Understanding which font formats are best for print and web projects
- How to choose appropriate font types in various Creative Cloud applications
- Using TypeKit fonts



You'll probably need less than one hour to complete this lesson. Download the project files for this lesson from the Lesson & Update Files tab on your Account page at [www.peachpit.com](http://www.peachpit.com) and store them on your computer in a convenient location, as described in the "Getting Started" section of this book. Your Accounts page is also where you'll find any updates to the chapters or to the lesson files. Look on the Lesson & Update Files tab to access the most current content.



In this lesson you'll learn about the different types of fonts that you can use with Adobe Creative Cloud.

● **Note:** If you have not already downloaded the project files for this lesson to your computer from your Account page, make sure you do so now. See “Getting Started” at the beginning of the book.

## Choosing font formats for creative projects

Whether you’re new to digital fonts or a veteran of print and online publishing, the use of digital fonts has changed dramatically in recent years with new font formats and new ways to use them. Adobe Creative Cloud stays in step with these changes by providing a variety of fonts for print, online, and mobile use.

### Fonts for printing

When you apply fonts to text in primarily print-oriented Adobe Creative Cloud software, such as Adobe Photoshop CC or Adobe InDesign CC (or your word processor), you typically use fonts that were designed to be installed and viewed on a desktop or laptop computer. These are the most established kinds of fonts for personal computers and are sometimes called *system fonts* or *desktop fonts*.

Several desktop font formats have been used for print publishing and general personal computer use over the last 20 years. The major font formats of this kind are:

- **PostScript.** The earliest high-quality fonts used for personal-computer-based print publishing were Adobe PostScript fonts. PostScript fonts made it possible to scale type to any size while preserving smooth curves and sharp edges.
- **TrueType.** The most common font format in use today is TrueType, which is now found on just about every Windows and Mac OS X system. TrueType is ubiquitous because it started out as an Apple font format and was later licensed by Microsoft; both companies made TrueType the standard font format for their operating systems.
- **OpenType.** As personal computers and publishing software became more powerful and typographical standards advanced, Microsoft and Adobe worked together to advance type capabilities beyond the limitations of the PostScript and TrueType font formats. This resulted in the OpenType font format, which is an open standard that makes it easier for more companies to create fonts.

A wide variety of inexpensive fonts are available in TrueType format. However, OpenType fonts are now favored by designers and publishers because of advanced typographic capabilities, such as true small caps and old-style figures, and better support for non-English glyphs. (A glyph can be a character or a combination of characters, such as a ligature.) Also, you can use the same font file on Windows and Mac OS X; whereas TrueType or PostScript fonts typically require font files specific to Windows and Mac OS X.

You can use any of these formats in Creative Cloud applications in Windows or Mac OS X. Many fonts are available in all three formats, although new professional fonts are most likely to appear in OpenType format. When you install Creative Cloud applications that support printing, a range of Adobe OpenType fonts are installed along with the application, and those fonts are available to all of the applications on your system.

## Fonts for websites

Website projects involve font challenges that don't exist for print. Because website layouts are not fixed, text may be scaled or reflowed as a web page is viewed on differently sized displays or browser windows. This is especially true today because website layouts are increasingly likely to automatically resize for large desktop displays and small tablet and smartphone displays. For website text to reflow as layouts adjust, the font must be present on the device where the website is being displayed. But all fonts are not present on all computers. If you used a font installed on your computer (a system font) in your design, but that font is not on the reader's device, text on your website won't appear as you intended because the reader's web browser will substitute a font that is actually present on the device. Until recently, the solution to this display problem was to specify a font from the limited set installed on most computers, referred to as *web safe* fonts. Of course, using web-safe fonts limits design flexibility because there are so few of them to choose from.

On websites where unique typography was a high priority, other approaches were to convert text to an image or to use browser plug-ins that could support high-quality typography. However, images do not scale smoothly, cannot be searched or highlighted as text, and consume more bandwidth than text, which makes pages load more slowly. The disadvantage of browser plug-ins is that you can't assume they're installed with every web browser, and browser plug-ins are typically not available for mobile web browsers on smartphones and tablets—the fastest-growing area of mobile usage.

Fortunately, those workarounds are no longer necessary because you can now easily use high-quality fonts on websites thanks to advancements in web standards. Current web browsers can now download fonts from servers. So, if a font is not available on the viewing device, that font will simply be downloaded, and the web page text will be displayed as you designed it. In other words, fonts can now be linked by a URL and downloaded, similarly to how you can include images and videos on a web page by embedding URL links to them. The fonts that you can link to are called *web fonts*. When you use web fonts, they're used only temporarily on a site visitor's web browser and don't become available to the rest of the system.

The most common web fonts are available in the following formats:

- **OpenType or TrueType.** It's possible for some web browsers to download the same OpenType and TrueType fonts you would use for print projects, but those fonts are typically not compressed for high performance over networks.
- **Web Open Font Format (WOFF).** A WOFF font can be based on OpenType or TrueType but is optimized for fast downloading.
- **Embedded OpenType (EOT).** An EOT is a compressed Microsoft version of the OpenType font format.

Although you can link to web fonts, you typically do not want to link them to fonts stored on your website the way you store images and other linked content. It's often best to link to fonts provided by a web font service, such as Adobe TypeKit, which is included with your Adobe Creative Cloud subscription. Web font services are useful because there is no font format that works with all web browsers. A web font service can intelligently serve up whichever format works best for the browser that's requesting the fonts. Another good reason to use web font services is that you don't have to worry about font licensing issues; the fonts they serve are cleared for use as downloadable elements of websites.

The only disadvantage of web fonts is that they require up-to-date web browsers. Fortunately, browsers that are incompatible with web fonts are becoming less common and are now found mostly on very old systems. The web browsers on mobile devices typically support web fonts, which makes web fonts a practical and current solution that lets you design websites with access to a wide range of high-quality fonts.

## Using fonts with Adobe Creative Cloud

Whether you're designing for print, web, or video, Adobe Creative Cloud makes more fonts accessible to you. When you install Creative Cloud design applications, such as Photoshop CC or InDesign CC, a set of professional OpenType fonts is installed along with the software, and you can use those fonts with any application on your system. These OpenType fonts are system fonts that are appropriate for print projects but are not ideal for text on web pages. For web design projects, you may want to use the Adobe TypeKit web fonts that are included with your Adobe Creative Cloud subscription.

If you build a website by hand coding it, using a web font involves adding appropriate font code in the correct line in your website's CSS code. That isn't necessary when you build your website in designer-friendly Adobe Muse, because the integration of Adobe Muse with Adobe TypeKit lets you choose and apply web fonts to your website by pointing and clicking instead of writing code.

As an additional benefit, some TypeKit fonts are also available for desktop use. When you use the Adobe Creative Cloud desktop application to select TypeKit desktop fonts and sync them to your computer, those fonts are installed on your system and become available to all applications on your system.


In combination, the OpenType fonts installed with Creative Cloud applications and the Creative Cloud access to Adobe TypeKit web and desktop fonts provide you with immediate access to a wide selection of typefaces for your print and web projects.

## Choosing desktop fonts in Creative Cloud applications

In Photoshop, InDesign, and other Adobe Creative Cloud design applications, you might notice that the Type menu looks different than it does in other software you may use. The reason is that the Type menu in Creative Cloud software is enhanced to help you choose an appropriate font for your output medium. In applications that are often used for print, the font menu includes a symbol near the font name that indicates the format of each font, like this:


 OpenType

 Adobe PostScript

 TrueType

Also, to the right of the font name, you may see a visual sample of the font.



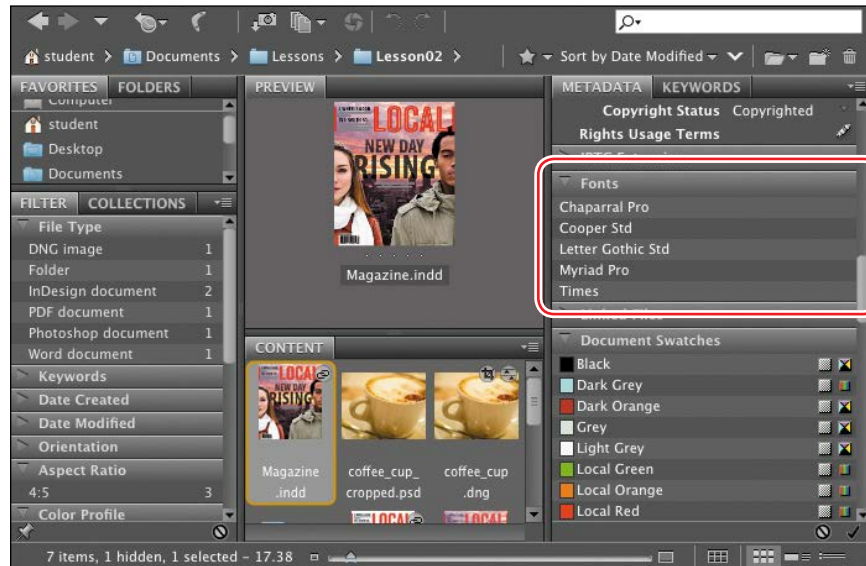
▶ Devanagari Sangam Sina	 Sample
▶ Didot	 Sample
▶ Euphemia UCAS	 Sample
▼ Frutiger	 Sample
47 Light Condensed	 Sample
45 Light	 Sample
46 Light Italic	 Sample
55 Roman	 Sample
56 Italic	 Sample
95 Ultra Black	 <b>Sample</b>
▶ Frutiger LT Std	 Sample
▶ Futura	 Sample
▶ Adobe Garamond Pro	 Sample
▶ Caspary	 Sample

The format of a font does not necessarily guarantee its suitability for a particular purpose, but there are some guidelines you can follow. TrueType fonts are best for printed projects, video, and online presentations. For print projects in which professional typography is a priority, OpenType and PostScript fonts are preferred.

The same font can exist in many versions created by various *type foundries* (companies that design and produce fonts). Some sources of fonts, such as the Adobe Type Library, aspire to higher levels of typographic quality, so their versions of fonts will typically exhibit a high level of quality in subtle design details and may contain additional specialized glyphs. If a font exists in OpenType *and* PostScript formats, the OpenType version will typically be more recent and possibly more refined; however, when you're deciding between multiple versions of the same font, you should always consider the reputation of each type foundry.

## Viewing document fonts in Adobe Bridge

You can use Adobe Bridge to inspect the fonts used in some document formats created by Adobe Creative Cloud applications, such as Adobe InDesign and Adobe Illustrator. If Adobe Bridge can display the fonts inside a document, they'll be listed in the Fonts section in the Metadata panel. As a result, you can find out which fonts a document uses without having to open and manually examine it.



## Choosing fonts for a website in Adobe Muse

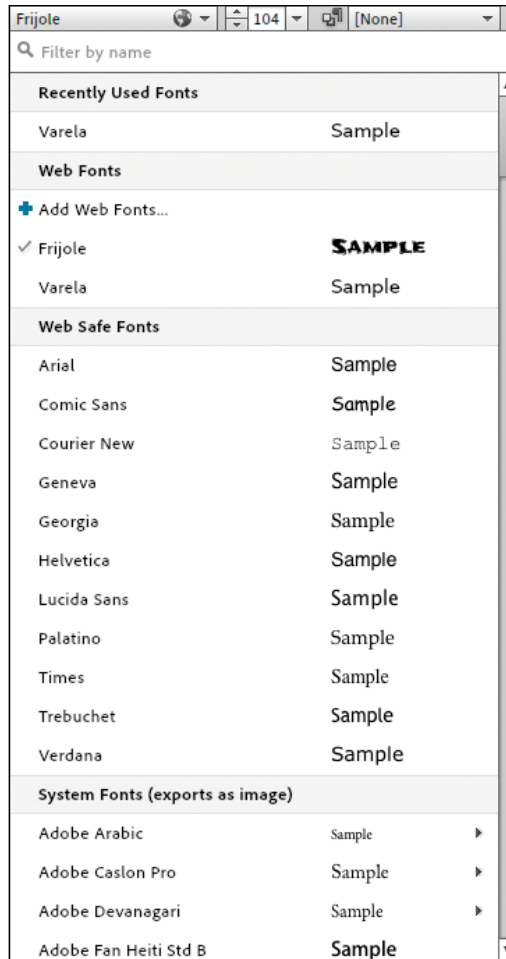
In contrast with print design applications, Adobe Muse was introduced to create website design. Instead of prioritizing fonts that provide the highest quality for print, Muse prioritizes web fonts because you can reasonably expect web fonts to appear as you intended when your website is viewed in current web browsers.

The font menu in Muse contains a Recently Used Fonts section for quick access to fonts you have recently applied. Below that section you'll see three font sections in order of preference for website design:

- **Web Fonts.** The Web Fonts menu offers the largest choice of fonts that you can expect to display as intended when visitors view your website. The fonts in this menu are either present in the open Muse website or added by you, so this menu may be empty if you haven't yet used any web fonts. To customize the Web Fonts menu, see the next section, "Working with Adobe TypeKit web fonts in Adobe Muse."



- **Web Safe Fonts.** Only a small number of fonts are web safe, so they don't provide much design freedom. But because web safe fonts are installed on most devices, if you use one, you can reasonably expect your website to display these fonts as you intended.
- **System Fonts (exports as image).** Muse lists system fonts at the bottom of the menu because they are installed on your computer but probably not on the computers of visitors who view your website, and they are not equipped to be automatically downloaded because they aren't web fonts. If you do choose one of these fonts, Muse converts the text to an image at a fixed size, which is typically not desirable, as described in "Fonts for websites," earlier in this lesson. For all of these reasons, system fonts are the least attractive font choice for websites.



## Working with Adobe TypeKit web fonts in Adobe Muse

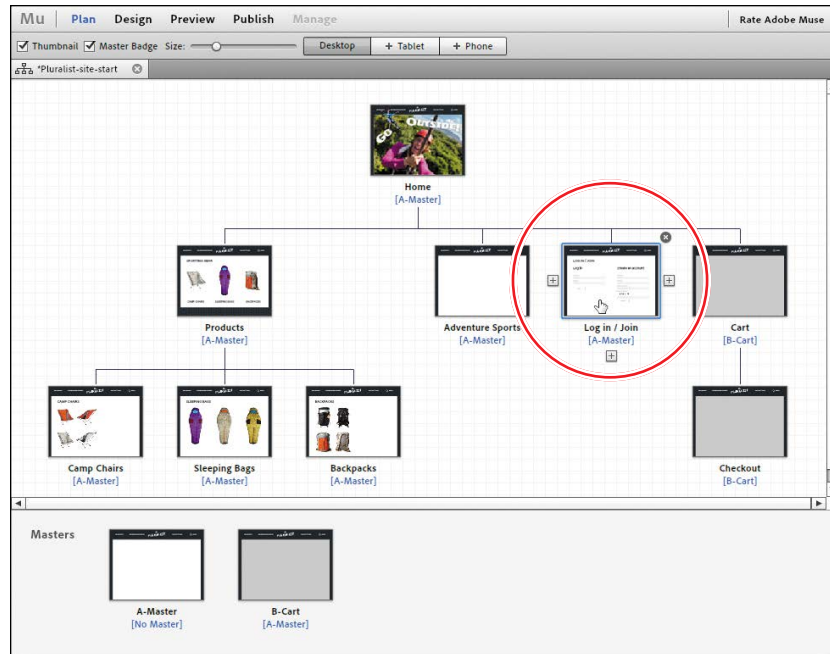
In Adobe Muse you can apply fonts using a menu in the toolbar or a menu in the Text panel. The items listed in the font menu's Web Fonts section can vary, because that section can contain web fonts used in the currently open document as well as web fonts you've added manually to the menu.

You added and applied a web font in Lesson 3; now you'll take a closer look at the Add Web Fonts dialog box.

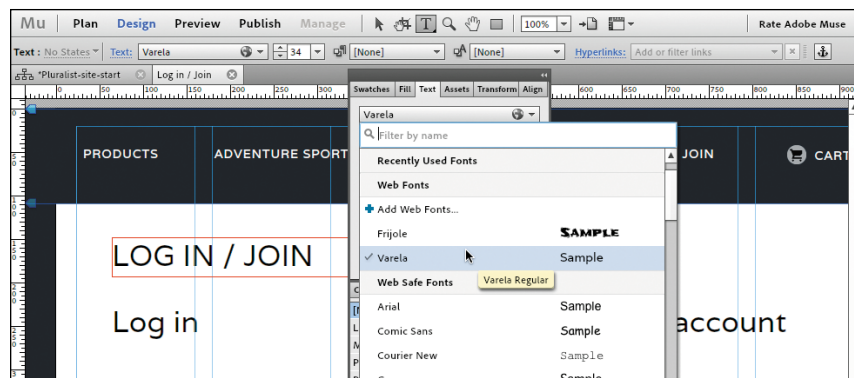
- 1 Make sure your computer is connected to the Internet, and start Adobe Muse CC.
- 2 In Windows Explorer, Mac OS X Finder, or Adobe Bridge CC, navigate to your Lessons folder, open the Lesson04 folder, and then double-click the file

Pluralist-site-04.muse. The file opens in Adobe Muse CC. If Muse asks you if you want to update links, click Cancel.

- 3 In the site map, double-click the page Log in/Join to open it in Design view.



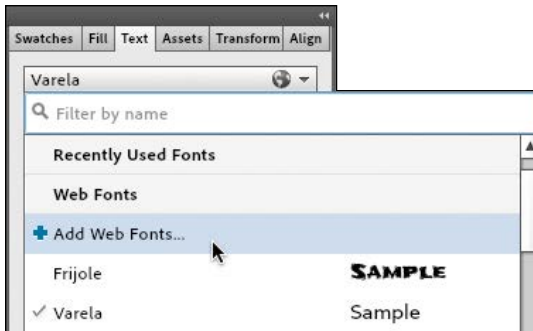
- 4 With the Text tool ( **T** ), click a text insertion point anywhere in the Log in/Join text frame. This activates the text options in the Muse toolbar and in the Text panel, including the font menu.
- 5 Click the font menu in the Muse toolbar or in the Text panel. You'll see two fonts, Frijole and Varela. Both are listed because they are used in the document. Frijole is used on the home page, and Varela is the font used throughout the rest of the site.



If you opened another Muse website that used a different set of web fonts, those would be the fonts listed in the Web Fonts section.

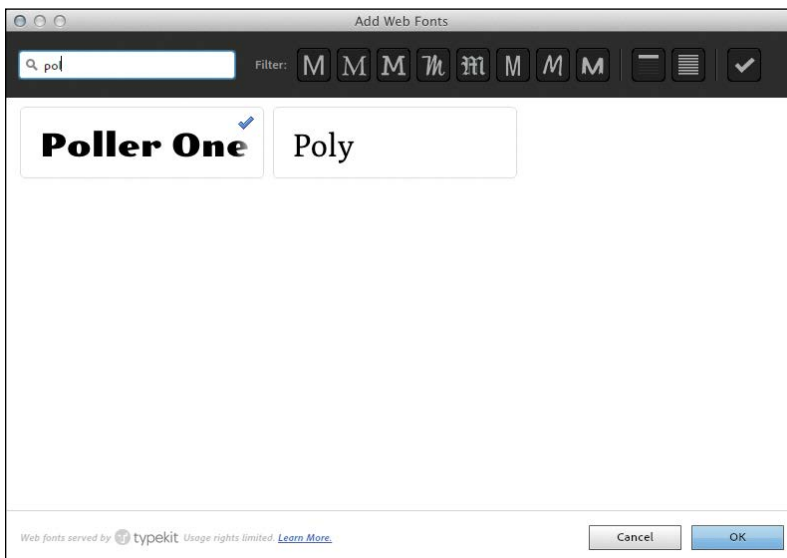
When you want to use web fonts that aren't already listed in the Web Fonts section or when you want to remove unused fonts from the list in the Web Fonts section, you use the Web fonts dialog box.

- 1 In a font menu, choose Add Web Fonts.

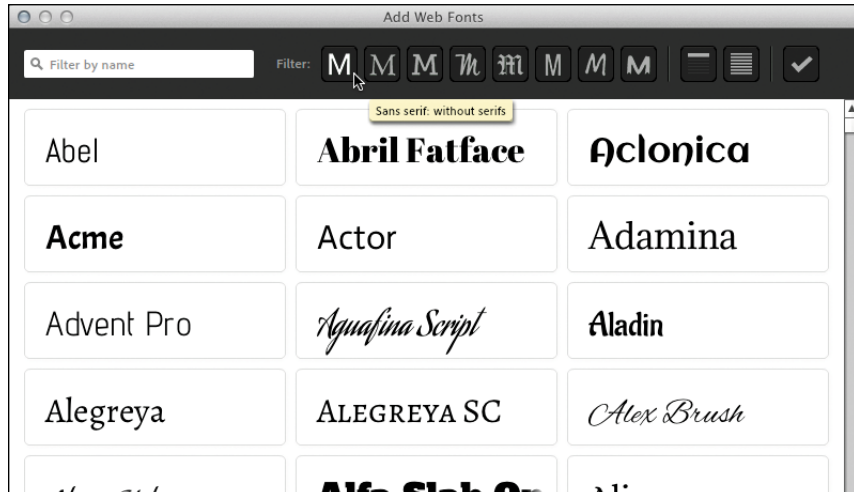


Across the top of the Web Fonts dialog box are controls for viewing the fonts and helping you filter the list to more easily find the fonts you want to add.

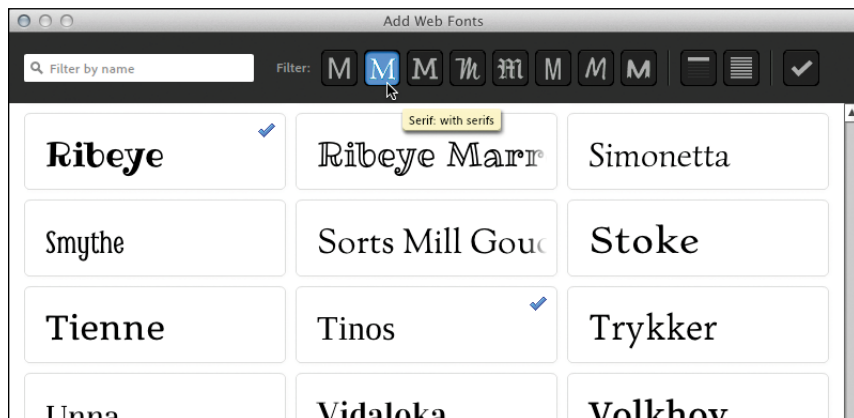
- 2 Click in the Filter By Name field and type **pol**. All of the fonts disappear except for Poller One and Poly because you've just filtered the font list to display only the fonts containing the letters "pol" in the name.
- 3 Click the Poller One font. A blue check mark appears. The Poller One font is now selected and available in the font menu, but you aren't finished yet. You can add more than one font before you close the Add Web Fonts dialog box.



- 4 Delete the text in the Filter By Name field.
- 5 Move the mouse over the first icon in the Filter section, and then pause to display the tool tip. It reads “Sans serif: without serifs” to describe which fonts will be displayed if you click the button.



- 6 Move the mouse over the second icon in the Filter section, and then pause to display the tool tip. It reads “Serif: with serifs” to describe which fonts will be displayed if you click the button.
- 7 Click the Serif: with Serifs button.
- 8 Scroll all the way to the bottom of the list of displayed fonts, and click the Ribeye and Tinos fonts to add those to the fonts you’ve selected.



- 9 Click the third button from the right; the list now displays just a few fonts. Click the second button from the right to see that a different short list of fonts is displayed. Hover the mouse over each of those buttons to read their tool tips.

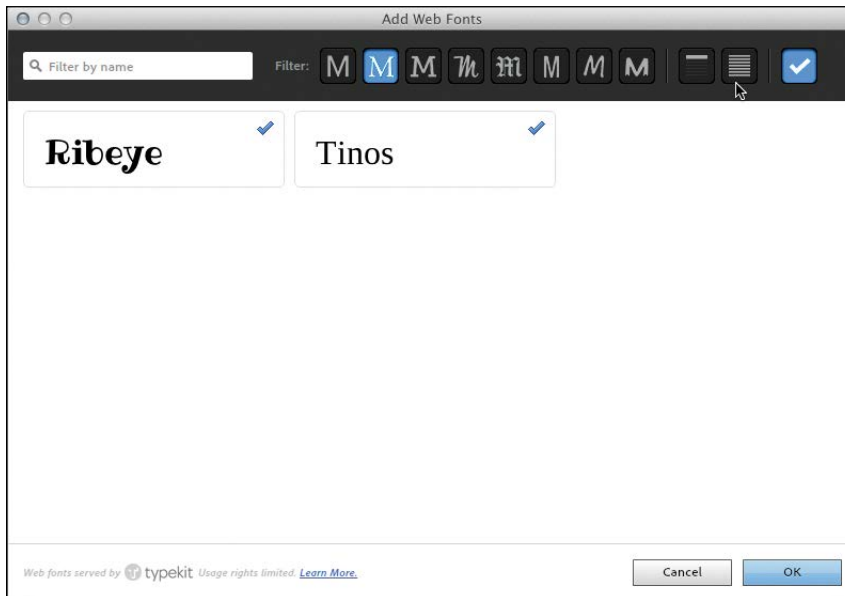
Notice that the two buttons you used in step 9 are in their own group.

According to the tool tips, the first of the two buttons in that group filters the list for fonts that work well as headings, and the second filters the list for fonts that work well in paragraphs at small sizes. These are only suggestions; you can use a font in any way you like.

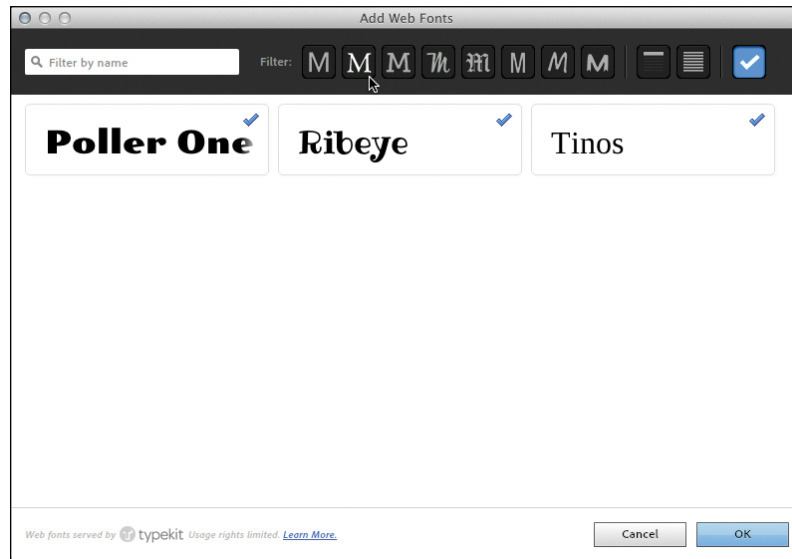
- 10 Click the check mark button at the right end of the filter bar to display fonts you've selected during this session.

The font list may be blank. The reason is that the list displays fonts that meet all the filter criteria, and there may be no selected fonts that match the style, usage, and selection filter buttons that are active.

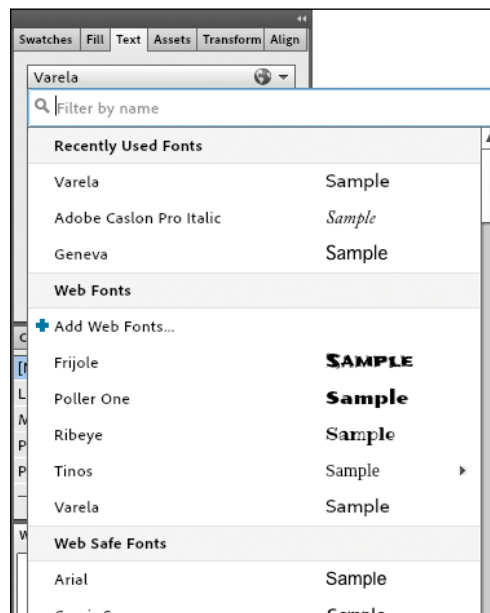
- 11 If the heading or paragraph usage button is selected, deselect it. The list should now display the Ribeye and Tinos fonts. You selected one more font earlier, but it isn't displayed because the Serif filter is active.



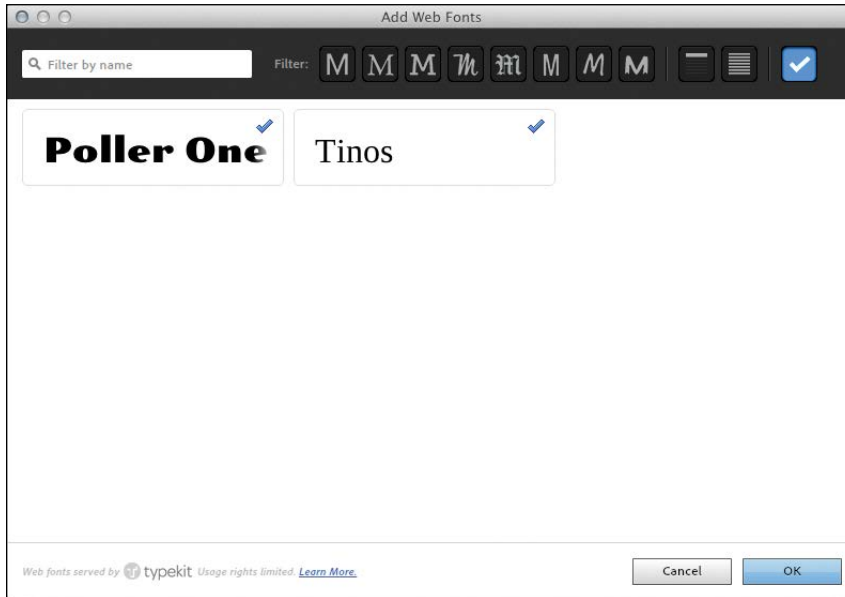
- 12 Click the Serif button to deselect it. Now you see all three of the fonts you selected during this session. Poller One wasn't displayed earlier because it is a sans serif font. If there were other web fonts previously added to the Web Fonts section, they would also appear in this list.



- 13 Click OK. If a Web Fonts Notification alert appears, click OK.
- 14 Click a font menu. The Poller One, Ribeye, and Tinos fonts are now part of the Web Fonts menu.



- 15 Choose File > Add/Remove Web Fonts. This is another way to open the Add Web Fonts dialog box.
- 16 Make sure the Show Selected Fonts button (the check mark button) is selected, and click the Ribeye font. It becomes deselected and disappears.



- 17 Click OK. If a Web Fonts Notification alert appears, click OK.
- 18 Click a font menu, and notice that Ribeye is no longer available.

Congratulations! You've learned how to work with web fonts in Adobe Muse. Now you can apply a wide range of Adobe TypeKit fonts to your websites and be confident that they'll display as you intended in current web browsers.

## Wrapping up

Adobe Creative Cloud greatly simplifies the process of choosing appropriate fonts for design projects that target different media. You can take advantage of the fonts installed with Creative Cloud for your print, video, and interactive projects. If you design websites with Adobe Muse, you can easily add and use a wide range of web fonts for design flexibility.

## Review questions

- 1 What are the three font formats traditionally used for print publishing and general computer use?
- 2 How can you find out which fonts were used in an Adobe InDesign or Adobe Illustrator document without opening the document?
- 3 What are the three types of fonts that can potentially be specified for text on a web page?
- 4 Of the three types of fonts you can potentially specify for web page text, which one is the best and for what two reasons?
- 5 How do you add or remove web fonts from the font menu in Adobe Muse?

## Review answers

- 1 OpenType, PostScript, and TrueType are the three font formats traditionally used for print publishing and general computer use.
- 2 Select an Adobe InDesign or Adobe Illustrator file in Adobe Bridge, and look at the Fonts section in the Metadata panel.
- 3 Web fonts, web safe fonts, and system fonts can potentially be specified for text on a web page.
- 4 Web fonts are the best choice for websites because they provide a wider range of font choices than web safe fonts and can be automatically downloaded to a website visitor's web browser.
- 5 Click Add Fonts in the font menu or choose File > Add/Remove Web Fonts to open the Add Web Fonts dialog box. In the dialog box you can choose from all fonts available in Adobe TypeKit.



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