



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

By James J. Maivald, Cathy Palmer

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**Is this book for programmers?** Written specifically for graphic designers and production artists already comfortable working with Adobe InDesign, this book teaches you how to automate publishing without learning a lot of scary code. XML simplifies the process of moving content in and out of your layouts and can speed up any print or Web assignment.

**Why should I care about XML?** If you're managing data-intensive layout projects, and you want to keep that data consistent, accurate, and up-to-date, then incorporating XML can help. You can also use XML to automate processes like importing text and large numbers of graphics into a layout, or repurposing content from one application to another. Do I need additional plug-ins or special software? You need only the powerful features built into InDesign CS2, CS3 or CS4 to use this book.

**How will I learn XML?** This guide includes nine easy-to-follow projects with downloadable support files. With these hands-on tutorials, you will learn XML in context. By the final project, XML will no longer be a mystery, but a powerful tool you can use to support your company or clients.

These real-world projects will teach you:

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

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- Sales Rank: #1506433 in Books
- Published on: 2007-12-14
- Original language: English
- Number of items: 1
- Dimensions: 9.14" h x .62" w x 7.40" l, 1.25 pounds
- Binding: Paperback
- 336 pages

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#### About the Author

**James J. Maivald**, owner of Desktop Design, is a graphic designer and artist with 20 years of experience in publishing and production. He has written courseware on Adobe Photoshop and other graphic design programs, as well as dozens of articles for national magazines on electronic publishing and production. He leads seminars and training on InDesign and XML for individuals and Fortune 500 companies. An Adobe Certified Expert (ACE) and Adobe Certified Instructor (ACI) in InDesign and Dreamweaver, Jim is also the coordinator for the InDesign User Group of Chicago.

**Cathy Palmer** is an award-winning graphic designer and owner of Digital Design Tools. She has worked in both the design and production sides of print publishing for over 20 years and provides seminars and training on InDesign and XML. Cathy is an Adobe Certified Expert (ACE) in InDesign and InCopy, and coordinator for the InDesign User Group of Milwaukee.

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