

Introducing the Adobe Creative Suite

The Adobe Creative Suite 5 Design Premium package is composed of several programs designed to work together to accomplish all your publishing needs for output to print, screen viewing, and Web hosting. Instead of marketing the individual program components of the Creative Suite, Adobe Systems has spent much of its marketing effort targeting the entire Creative Suite to design professionals.

This chapter offers a description of the Creative Suite programs and gives you an idea of how they work together. In this chapter, you learn about the purpose of each program and the relationship each program has with other members of the Creative Suite team.

IN THIS CHAPTER

Understanding why Adobe developed the Creative Suite

Knowing the Creative Suite applications

Understanding the Creative Suite

The Adobe Creative Suite 5 comes in two design-oriented versions:

- **Adobe Creative Suite 5 Design Standard:** This includes Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe InDesign CS5, and Adobe Acrobat 9 Pro.
- **Adobe Creative Suite 5 Design Premium:** This includes the same programs with the addition of Adobe Flash CS5 Professional, Fireworks CS5, and Adobe Dreamweaver CS5. Also, Adobe Photoshop CS5 is replaced with Adobe Photoshop CS5 Extended.

Both design suites also include Adobe Bridge CS5 and Device Central CS5.

Adobe also has Creative Suite versions for Web and video professionals. For Web professionals, the suite options include:

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- **Adobe Creative Suite 5 Web Standard:** This includes Adobe Dreamweaver CS5, Adobe Flash CS5 Professional, Adobe Fireworks CS5, and Adobe Contribute CS5.
- **Adobe Creative Suite 5 Web Premium:** This includes the same programs with the addition of Adobe Photoshop CS5 Extended, Adobe Illustrator CS5, Soundbooth CS5, and Adobe Acrobat 9 Professional.

Both Web design suites also include Adobe Bridge CS5, and Device Central CS5.

For video professionals, the available suite includes:

- **Adobe Creative Suite 5 Production Premium:** This includes Adobe After Effects CS5 Professional, Adobe Premiere Pro CS5, Adobe Soundbooth CS5, and Adobe Encore CS5, along with the other design packages.

The Adobe Creative Suite 5 Master Collection includes just about everything, except the kitchen sink.

We cover all the programs found in the Design Premium version throughout this book, but although we get a little into Web development, we don't cover the video products at all.

Each of the programs is an upgrade from previous CS4 versions of the software along with the new version of Adobe Bridge. Adobe Systems intends to upgrade the products in tandem for future versions. Therefore, you can be confident that the next upgrade of a program like Photoshop CS5 will appear along with upgrades to Illustrator CS5, InDesign CS5, and Dreamweaver CS5.

The one exception in CS5 is that Adobe Acrobat Professional has not been upgraded and still includes version 9.

Adobe Photoshop CS5

If you're a creative professional, chances are good that you're no stranger to Adobe Photoshop. Adobe's flagship image-editing program is now in version 12 with the CS5 upgrade. Photoshop lets you work with pixel-based files. Whether scanned from a printed page or uploaded directly from a digital camera using the Camera Raw features, Photoshop has all the tools you need to adjust, edit and output bitmap images.

Photoshop also includes powerful painting tools if you want to create a pixel-based masterpiece from scratch. Among the painting tools are several bristle brushes that give you complete control over the paint you apply digitally.

In addition to its powerful image editing and painting features, Photoshop includes the ability to work with some basic objects including paths, shapes, and type. Photoshop Extended also can work with 3D objects and lets you manipulate and paint directly on 3D objects without leaving the program.

Cross-Ref

For information related to the 3D features in Adobe Photoshop, see Chapter 13. ■

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Photoshop comes in two flavors depending on whether you are using the standard or the premium Creative Suite. The Extended version adds the 3D features along with features for working with video and animations.

The Photoshop interface, shown in Figure 1.1, is common among all applications in the Creative Suite using palettes and workspaces.

Adobe Illustrator CS5

Tried and true Adobe Illustrator is the premier illustration program for designers and artists. Illustrator is a robust drawing package that works with vector-based objects. The advantage of vector-based files over pixel-based files is that vector-based files are resolution independent. Because all the lines that make up a vector-based drawing are mathematically computed, you can easily resize them as large or as small as you want without changing their shape. Pixel-based images gradually become more and more pixelated as you increase their size. Another key advantage of using vector-based documents is that they are generally much smaller in size, which makes them a good choice to use for bandwidth-limited uses like the Web.

FIGURE 1.1

Photoshop sets the standard for image editing.



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Illustrator has a large variety of tools and features for drawing, editing, coloring, and blending lines and shapes. It includes a Live Trace feature for converting pixel-based bitmaps into vector-based objects. Illustrator can include and work with pixel-based images without any trouble. Figure 1.2 shows the Illustrator interface. Notice how similar it is to Photoshop.

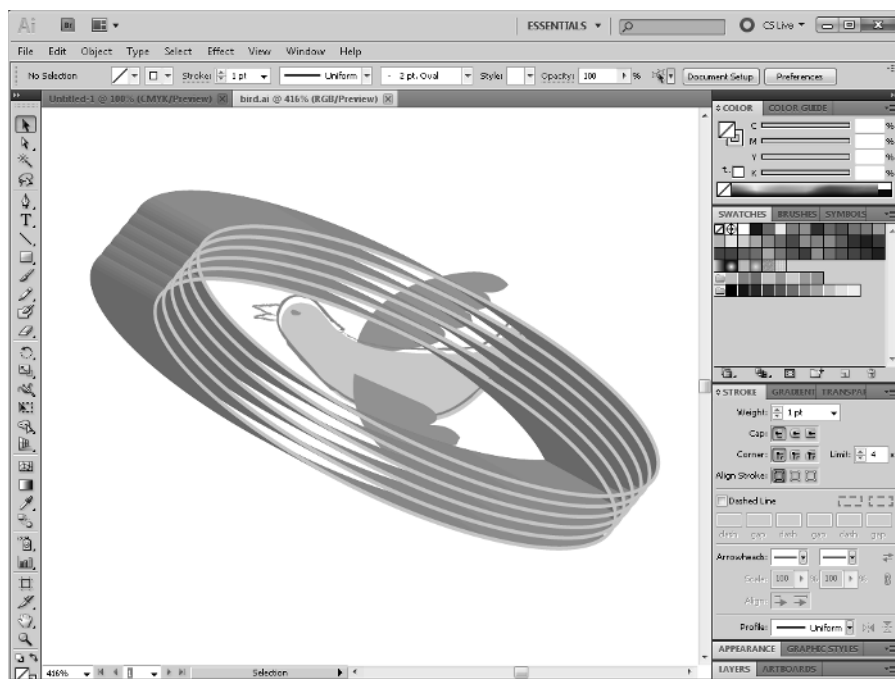
Adobe InDesign CS5

InDesign is the hub of your creative workflow. This is where you bring together the images and objects that you create in Adobe Photoshop CS5 and Adobe Illustrator CS5. You can import type created in a word-processing program, import from Adobe's InCopy, or set type in the InDesign Story Editor or in other ways. With InDesign's free-form ease of page layout, you can lay out a design for publication. You can then export the InDesign document as a PDF file suited for print, Web hosting, electronic file exchanges, or CD/DVD-ROM replication.

If you want to include your design as an HTML file for Web hosting, you can export the document for Dreamweaver CS5. InDesign's role among the Creative Suite programs is as the anchor where files are imported to assemble a design and ultimately export for final output.

FIGURE 1.2

Illustrator works with vector-based files.



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InDesign works with object frames. These frames are placed to define the layout and can then be filled with text, images, or interactive elements. By working with the frames, you can quickly design a complex layout without having to worry about the content until the layout is complete. InDesign's interface, shown in Figure 1.3, is familiar to Photoshop and Illustrator.

Adobe Flash CS5 Professional

Flash works with vectors much like Illustrator, but unlike Illustrator, Flash is key at creating animated and interactive elements that are common on the Web and for CD authoring projects.

It is great to see the inclusion of Flash into Creative Suite, bringing with it the ability to add motion graphics to Web and online projects. Many of Flash's tools work in a similar manner to Illustrator's, and much has been done to make the two products work well together. Files in Illustrator can be moved to Flash and back without losing any work.

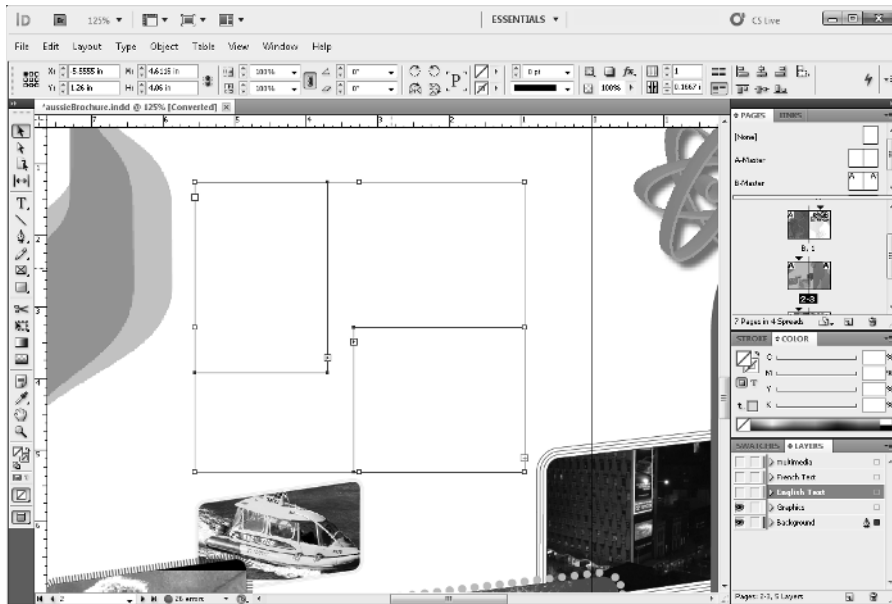
Although Flash is a newer inclusion in the Adobe product line, the Flash interface has slowly evolved to become similar to the other Adobe products, as shown in Figure 1.4.

Cross-Ref

For more information on using the new features in Flash CS5 Professional, look at Chapter 21. ■

FIGURE 1.3

InDesign provides a solution for creating layout designs.



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FIGURE 1.4

In many ways, the Flash interface has become similar to other Adobe products.



Adobe Dreamweaver CS5

Adobe Dreamweaver CS5 is a Web-authoring and site-management program. It has been tightly integrated with the CS5 applications and works well with them. With Dreamweaver, you can create, publish, and manage Web sites.

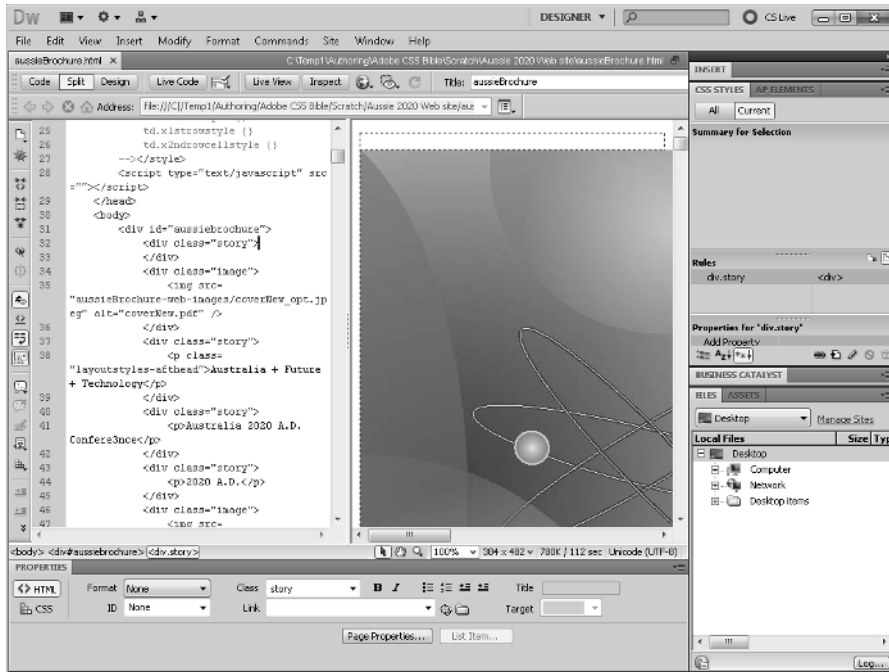
Dreamweaver includes all the standard Web creation tools, along with tools to define and use cascading style sheets and scripting languages. The Dreamweaver interface, shown in Figure 1.5, includes panels for working directly with code and seeing the resulting design.

Cross-Ref

In Chapter 24 of this book, we offer a starting point for using Dreamweaver to create a Web site. In other chapters, we cover the integration of Dreamweaver with the other CS5 programs. However, our treatment of Dreamweaver is light, and you need to acquire some other guides and publications to become proficient in using the program. ■

FIGURE 1.5

Dreamweaver is used to create and manage Web sites.



Adobe Fireworks CS5

Adobe Fireworks CS5 is an excellent package for creating, processing, and optimizing graphics for the Web. It is also very helpful in creating user interfaces. Fireworks works with both pixel-based and vector-based objects and is an excellent tool for prototyping new Web sites. Figure 1.6 shows the Fireworks interface.

Note

Fireworks is a new addition to Creative Suite CS5. Our coverage of Fireworks is limited. ■

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FIGURE 1.6

Fireworks is another newer inclusion in Creative Suite.



Adobe Acrobat Professional 9

Whereas Adobe InDesign CS5 is the hub of your creative satellite, PDF is at the center of the file-format universe. All the print-oriented CS5 programs export and import PDF documents, and the expansion for PDF support is found in the new product upgrades. For design workflows, Adobe Acrobat Professional in version 9 offers you many tools to facilitate collaboration with colleagues, clients, and prepress technicians. You can do these things:

- Set up e-mail–based reviews for markup and approval of design concepts and proofs
- Enable PDF documents with special usage rights so users of the free Adobe Reader program can participate in comment and review sessions
- Export comments and corrections directly to Microsoft Word text documents (on Windows XP with Office XP only)
- PDF portfolios
- Prepare files for digital prepress and printing, including the ability to convert composite black to K-only output

- Authenticate and secure documents
- Develop media shows and slide presentations for kiosks, meetings, and presentations
- Review sessions and forms hosted by Acrobat.com
- Organize your design environment and catalog design campaigns embedding native files in PDFs for an organized storage system
- Search for content on CDs, DVDs, network servers, and Web sites

Acrobat 9 Pro has a significant place in your design workflow.

Acrobat 9 Pro was released several months earlier than the other CS5 programs and is not on the same development cycle as the other CS5 programs. Part of the reason for the early release of Acrobat was the necessity to develop the PDF specifications used by all the other CS5 programs.

Adobe Acrobat is unlike the other CS5 programs in that the application is designed to serve many different office professionals. Acrobat might be used by engineers, legal professionals, business office workers, government workers, school districts, and just about anyone in any industry working on a computer today. Therefore, Acrobat provides a number of tools that you, as a creative professional, may not use just because those tools may not serve your needs.

Adobe Bridge and Mini-Bridge

Adobe Bridge, shown in Figure 1.7, is an updated executable application introduced in the Creative Suite version 2. With Adobe Bridge, you can view document thumbnail previews for all Adobe applications as well as many non-Adobe applications.

Cross-Ref

For information on using Adobe Bridge, see Chapter 6. ■

You can use Adobe Bridge, which is your central navigation tool, to manage document assets and attributes. For example, using Adobe Bridge, you can assign common color management settings to all the print-oriented CS5 applications, as well as add metadata to all your documents and run keyword searches on that metadata. These features are available with Adobe Bridge:

Note

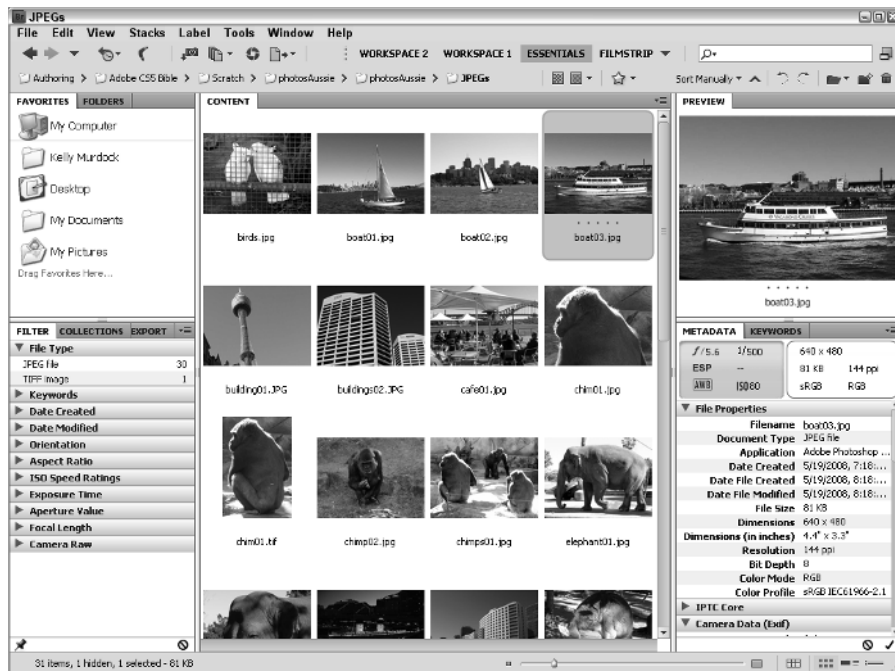
Adobe Bridge CS5 includes a preference option to Start Bridge at Login that makes Bridge available when you start your computer. ■

Located within Photoshop CS5 is a Mini-Bridge palette that you can access from the upper-left corner of the interface. This palette includes most of the features included in Bridge, but they are accessible directly in Photoshop.

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FIGURE 1.7

The Adobe Bridge is the central navigation tool for all CS5 applications.



CS Live

At the top of each of the CS5 applications is a link for accessing CS Live. CS Live is a collaboration tool that lets you log in and share your workspace with other users over the Internet. By creating a review session, you can get immediate feedback from other users on your current work. Other users who are logged in can make comments on your project, and all the comments are saved for later review. CS Live also offers access to Acrobat.com, where you can post and share your work with a global group of users.

Device Central CS5

Another helpful component installed as part of the suite is Device Central CS5. This application is a lifesaver if you need to configure your pages to be displayed on mobile devices such as next-generation phones. Device Central includes a broad collection of mobile devices that are emulated so you can view exactly how your pages will look on various devices including the iPhone.

Why Creative Suite?

Each program in the Creative Suite version 5 is an upgrade from the CS4 applications, and each is available for upgrades individually. So why is Adobe Systems spending so much marketing effort informing users about the benefits of the Creative Suite? And why talk about the Creative Suite as a single entity when users are likely to upgrade the individual software programs in their design studios? These may be the first questions on your mind as you see the advertising for Adobe imaging product upgrades.

The answer is that Creative Suite is a single design solution where the whole is greater than its parts. For years, Adobe Systems built several different applications like Adobe Illustrator and Adobe InDesign with similar core technologies like PDF. These programs evolved with common elements so that you, the creative professional, could easily exchange files among Adobe programs.

Rather than rely on a single program to perform tasks such as illustration, layout, and printing, Adobe offers you several applications, each a tool designed for a specific purpose to help you become more efficient in your creative process. These tools seamlessly integrate into the greater toolbox called Adobe Creative Suite. After working in individual programs, you can collect the creative elements together using Adobe Bridge and Adobe InDesign CS5 as the tool to perform layout assembly. You can then travel to output by exporting files to PDF documents in Adobe Acrobat, or you can host parts of your layout on a Web site using Adobe Dreamweaver CS5.

Note

Adobe Bridge is a separate executable application introduced in the Creative Suite version 2. Adobe Bridge is included when you purchase any of the CS5 standalone products but is not available for purchase as a separate product. For more information on Adobe Bridge, see the section “Adobe Bridge,” later in this chapter. ■

As standalone programs, Adobe Creative Suite 5 offers many new marvelous tools with enhanced features to create, design, and express your ideas. Collectively, these tools build upon the integration and interoperability introduced in the first version of the Creative Suite.

Native file support

The strongest argument for using Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe InDesign CS5, and Adobe Flash CS5 together is that native file formats are easily transported among the various CS5 programs. You no longer need to decide about saving Photoshop files as TIFF, EPS, GIF, PNG, or JPEG. Rather, you can import a native Photoshop PSD or Illustrator AI file into Adobe InDesign CS5 complete with layers and transparency. You also can import native Illustrator and Photoshop files directly in Adobe Flash CS5 and Fireworks CS5. The native file format import feature alone can save space on your hard drive, because you need to save only a single file. Additionally, you save time in importing the correct file because only a single file is saved from the host application and used in your page layout. You also can directly open native Illustrator CS5 files in any Adobe Acrobat viewer, and you can open PDF documents in Illustrator and import them into InDesign.

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Cross-Ref

For information on importing native file formats across programs, see Part III. ■

Consistent user interface

Programs that creative professionals use today are sophisticated and complicated. One of the major problems facing many designers is the large learning curve necessary to become productive in a computer program. When you use programs from several different software manufacturers, your learning curve increases. Application-software companies develop software according to standards each company sets forth in the design of the user interface. One company may make extensive use of context-sensitive menus, while another company may avoid them. One company may use palettes and panes liberally, while another company relies on menu commands and dialog boxes. Add to these differences the extended use of keyboard shortcuts; program differences require you to spend lots of time learning shortcuts. Additionally, the key sequence in one program may invoke a different command than the same key sequence in another program, and that can cause you lots of confusion.

In workflow environments, consistency is crucial. Time is money, and the time required to train your staff cuts into your productivity and your profits. When tools are developed by a single software manufacturer, the result is a more consistent design of the user interface and the keyboard shortcuts that access menus, tools, and commands. Adobe has taken the user interface design one step further by offering customizable keyboard shortcuts and custom workspaces in all CS5 programs.

Having a consistent look and feel in the user interface enables you to develop an intuitive sense for how to use a particular program to create a design project. The more you learn about a manufacturer's products, the faster you can become productive. In some cases, you can jump into a new program, poke around, and understand many features without reading exhaustive manuals and books.

Cross-Ref

For information on customizing workspaces and keyboard shortcuts, see Chapter 3. ■

Consistent color management

Have you ever created an illustration, dropped it into a layout program, and seen a completely different color rendered in the layout? How about scanned images appearing with one color in Adobe Photoshop and different color values in the layout program? With the Adobe Creative Suite, you can access the same color engine and color-management policies among the design programs and Adobe Acrobat. In Creative Suite 5, you can manage color across all the print-oriented programs including Photoshop, Illustrator, InDesign, and Acrobat using Adobe Bridge. You assign color profiles in Photoshop, Illustrator, or InDesign, and these applications all can conform to the same color management settings.

Note

There is no support for color management or policies in Flash CS5, Dreamweaver CS5, Fireworks CS5, or Device Central CS5. ■

Cross-Ref

For more information on managing color across the Creative Suite programs, see Chapter 5. For more information on using Adobe Bridge, see Chapter 6. ■

Dynamic object and image editing

Ever have last-minute changes that you need to make before the last FedEx pickup of the day? A layout is complete, but you must quickly change an illustration or a photo image. In programs like Adobe InDesign CS5, a double-click of the mouse button or the selection of a menu command launches the editing program that created the object or image and opens the file in a document window. You make your edits and save the file, and the edited version is dynamically updated. This kind of quick editing saves a number of steps and streamlines your workflow.

Cross-Ref

For more information on dynamic object and image editing, see Chapter 22. ■

Visual file exchanges

Let's face it; creative people are more visual and often work best in situations where they can first see a document before importing it into another program. More than ever before, Adobe has created a visually friendly workplace for you. You can easily drag and drop objects and images between document windows from one program to another, drag files from the desktop to open document windows, and copy and paste objects and images between documents.

Note

With Adobe Bridge, you can see all your files with thumbnail previews and drag and drop files into different application documents. You also can drag and drop Microsoft Word and Excel files into Adobe InDesign CS5 directly from the Bridge window. ■

Cross-Ref

For more information on importing and exchanging documents among programs, see Part III. For information on using Adobe Bridge, see Chapter 6. ■

Support for PDF

With InDesign CS5 as the central core of your Creative Suite programs for design purposes, PDF is the central file format for file exchanges and printing. All the Adobe CS5 programs, except for Flash and Dreamweaver, support PDF imports and exports, and these CS5 applications use the same Adobe PDF settings. In Creative Suite 5, PDF exports and imports are easier. InDesign CS5, as well as Photoshop CS5 and Illustrator CS5, supports exports to PDF/X format, which is a reliable document format used for commercial printing. Photoshop CS5 supports the creation of PDF slide shows; Illustrator CS5 and InDesign CS5 support PDF creation with Adobe PDF layers. InDesign CS5 now supports importing layered PDF documents and toggling layered views directly from

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within InDesign. You also can apply the same layer views to layered Photoshop and Illustrator CS5 documents. InDesign CS5 also supports multipage PDF file imports. Additionally, you can import media such as movie clips and sound files in InDesign CS5 and export them to PDF. Because PDF is the reliable standard for onscreen document viewing and output to professional printing devices, the CS5 programs take advantage of core PDF architecture. Finally, Fireworks CS5 can also author PDF. This allows a Web site to be shared and commented upon using standard Acrobat tools and techniques.

Cross-Ref

For more information on PDF/X and commercial printing, see Chapter 36. For more information on PDFs and multimedia, see Chapter 26. ■

Design for screen devices

The pervasive Web provides another opportunity for displaying creative projects, but this medium comes with its share of difficulties. Creative Suite meets these needs with several solutions. Dreamweaver CS5 provides a package for piecing together Web sites that leverage the existing graphics used in other mediums. Dreamweaver export is built into other CS5 applications such as InDesign.

If your Web site needs interactive elements, you can use Flash to add the extra zing that helps get your site noticed; for Web graphics, Fireworks is the answer. It includes a subset of tools found in both Photoshop and Illustrator, allowing you to work with pixel-based and vector-based graphics.

With Web-enabled phones and PDAs covering the globe, creative projects commonly end up on these multi-function devices. Creative Suite includes options to save files tailored to these devices, and with Device Central, you can look at the results in an emulated device. This takes the guesswork out of the export and lets you see the project as it will actually look on the device.

Summary

- The Creative Suite is a collection of applications offering professional designers complete integration for print, Web design, and screen viewing.
- Programs from a single software vendor provide consistent user interfaces and similar menu and tool functions, which reduce learning curves for new hires.
- Adobe Bridge is a central navigation tool offering features for viewing, editing, and managing Adobe CS5 application documents and non-Adobe files.