Adobe® Dreamweaver® CS5 Discussed in New Web Design Book

Jones & Bartlett Learning is pleased to announce the release of a brand new text titled, Artistic Web Design Using Adobe® Dreamweaver® and Photoshop: An Introduction, by veteran graphic design educator Vickie Ellen Wolper. The four-color, heavily illustrated book provides an understanding of the principles of artistic design as they relate to the web, followed by the application of those design principles using Adobe Dreamweaver.

Sudbury, MA (Vocus) October 6, 2010 -- Jones & Bartlett Learning is pleased to announce the release of a brand new text titled, Artistic Web Design Using Adobe® Dreamweaver® and Photoshop: An Introduction, by veteran graphic design educator Vickie Ellen Wolper. The four-color, heavily illustrated book provides an understanding of the principles of artistic design as they relate to the web, followed by the application of those design principles using Adobe Dreamweaver.

Tailored to users of either CS3, CS4, or the latest version of Dreamweaver, CS5, this text brings the reader through the design stage from initial concept to graphic preparation, followed by the importing of graphics or whole pages into Dreamweaver for building the site and uploading it to the Internet. Although no programming knowledge is required, a chapter on HTML and other web programming fundamentals is included. By the end of the book, the reader will have their very own website.

“While other books focus on either the design process or the execution process, this all-inclusive text spans the entire web site creation process providing a solid foundation in the artistic considerations of web design, such as color theory, web typography, navigation design and the principles of web design layout, preparation of web images and roll over/navigation graphics, coupled with the complete site building process using Dreamweaver, including topics such as site management, navigation bars and image rollovers, tables, CSS for text, forms, and site publication,” says author and educator Vickie Ellen Wolper.

MSRP: $59.95
Just Published and Now Available
A CD-ROM with images, sample web pages, and more accompanies the book. An instructor's resource kit is available upon adoption as a text.

About the Author: Vickie Ellen Wolper has been an art educator for over 32 years. Her experience in graphic software spans the major print and web graphic applications as they have evolved since 1990. A graphic design instructor of both Adobe Dreamweaver and Adobe Photoshop, she was instrumental in the development of the web design programs currently in place at two higher education institutions. In 1995 she established her company Unique Graphique, which has offered one-on-one graphic software training to numerous individuals and corporations throughout the New England area for the past 15 years. During that same time she has built a successful freelance graphic design business with her Photoshop talents featured on NH Chronicle, New Hampshire’s nightly documentary television series. Yet her passion remains that of providing quality instruction in graphic software designed to focus on the personal needs, interests, and future career goals of its learners.

About Jones & Bartlett Learning (www.jblearning.com)
Jones & Bartlett Learning is a world-leading provider of instructional, assessment and learning-performance management solutions for the secondary, post-secondary, and professional markets. We endeavor to develop
educational programs and services that improve learning outcomes and enhance student achievement by uniquely combining authoritative content written by respected authors with innovative, proven and engaging technology applications that meet the diverse needs of today's instructors, students, and professionals. Across a broad spectrum of fields ranging from medicine and emergency services to computer information systems, our educational technology applications and instructional assessment and performance-management solutions are revolutionizing how instructors teach and how students and professionals learn. With the most up-to-date, authoritative content available from academia and industry thought-leaders, Jones & Bartlett Learning is leading the way for educators, students and professionals to discover new educational and professional skill-development opportunities - enabling personalized learning, anytime, anywhere.

Contact: Lindsay White
Jones & Bartlett Learning
978-579-8318
lwhite(at)jblearning(dot)com

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Contact Information
Lindsay White
Jones &amp; Bartlett Learning
http://www.jblearning.com
978-579-8318

Online Web 2.0 Version
You can read the online version of this press release here.