

# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.





# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Flash CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Flash CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.





# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Flash CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Flash CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.





# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.





# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Dreamweaver CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *QuarkXPress 7: Creating Digital Documents*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.





# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Flash CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Photoshop CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Flash CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.





# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
[www.againsttheclock.com](http://www.againsttheclock.com)

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe InDesign CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.



# AGAINST THE CLOCK

mastering graphic technology

4710 28th Street North, Saint Petersburg, FL 33714  
800-256-4ATC  
www.againsttheclock.com

Valentin Fahey  
29265 Carlsbad Avenue  
Pittsburgh, PA 15216

November 13, 2013

Dear Valentin,

A well-rounded graphic designer should understand the software used in the industry, as well as the concepts and production issues related to creating high-quality graphic design. To help students achieve that goal, we are pleased to announce our new **Against The Clock Companion Series** of books, which were created to complement the application-specific books that are used to teach graphic design software.

The **Against The Clock Companion Series** contains richly illustrated, real-world commercial and institutional examples and provides the reasoning behind the creative strategies, production methodologies, and distribution models. Each book in the series addresses one of the fundamental elements of graphic design.

Because you recently purchased *Adobe Illustrator CS5: The Professional Portfolio*, we wanted you to be one of the first to preview our new **Companion Series**. The enclosed booklet includes sample chapters from the first two books in the series. We hope you enjoy these excerpts, and welcome your comments.

Sincerely,

Ellenn Behoriam

Publisher, Against The Clock, Inc.

