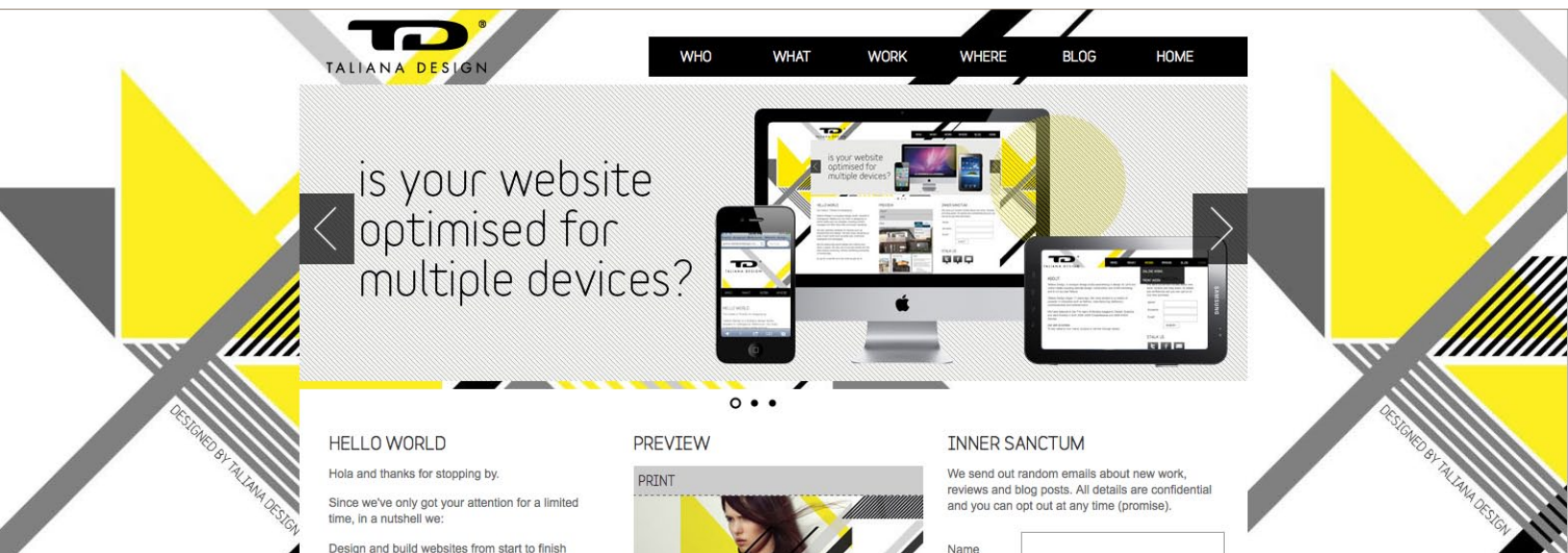


Taliana Design

Multiscreen optimization made easier



Taliana Design
Collingwood, Victoria, Australia
www.talianadesign.com.au

Taliana Design delivers websites for multiple devices with ease and efficiency using Adobe® Creative Suite® 5.5 Web Premium software

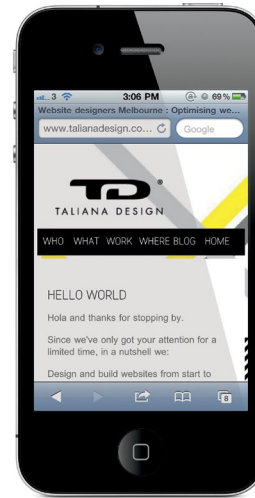
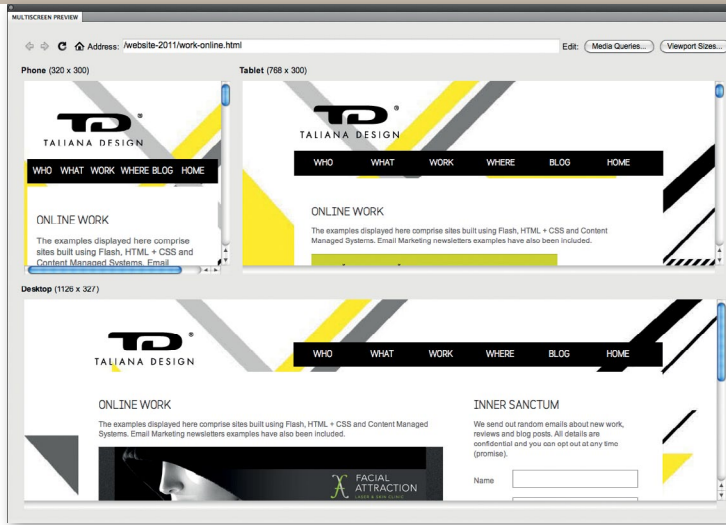
More than 70% of people in the world have a mobile phone. That's over five billion mobile subscribers in a world with a population of 6.8 billion¹. Along with the surge in mobile phones, demand for mobile access to the Internet has skyrocketed. The International Telecommunications Union (ITU) estimates that within the next five years, more people will hop onto the web from laptops and mobile devices than from desktop computers¹.

This points directly to the need to optimize websites for multiple screens to deliver a positive user experience. At Taliana Design in Australia, Lisa Taliana and her team of designers and developers have become experts at efficiently optimizing websites across desktops, smartphones, and tablets by tapping into new capabilities in Adobe Creative Suite 5.5 Web Premium software.

"There's a huge amount of time involved in developing different sites for traditional and mobile sites," says Taliana. "Two years ago, we didn't design sites for multiple devices because it was cost prohibitive for clients. But new features in the latest version of Creative Suite 5.5 Web Premium let us develop once and deploy to multiple devices, giving clients—and our studio—a competitive advantage."

¹http://www.itu.int/newsroom/press_releases/2010/06.html

Taliana Design uses Adobe Creative Suite 5.5 Web Premium and the Multiscreen Preview feature in Adobe Dreamweaver CS5.5 to develop websites and deploy them on multiple devices. Evidence of this can be seen in the studio's own site, which offers a tailored user experience across devices.



Challenge

- Deliver websites across desktop and mobile devices affordably and efficiently
- Reduce hand coding
- Find tools that support HTML5, jQuery Mobile, and CSS
- Help ensure quality work while saving time

Solution

- Take advantage of the latest web design and development tools in Adobe Creative Suite 5.5 Web Premium
- Preview how sites will render across devices using advanced tools such as the Multiscreen Preview panel in Dreamweaver CS5.5

Benefits

- Discovered efficient workflows for creating traditional and mobile sites
- Created once, delivered to many devices
- Previewed sites across multiple devices
- Provided superb user experience with time-saving tools

Boutique design studio, big capabilities

Taliana Design is a boutique studio with an array of capabilities. The main focus is on designing online content such as static and animated websites, content-managed sites, and blogs created in WordPress. Taliana also excels at e-mail marketing and print materials like brochures, catalogs, and packaging.

"Ultimately, our aim is to create a great user experience," says Taliana. "Today, that means optimizing websites for devices such as smartphones and tablets to keep up with the digital world and the explosion in use of mobile devices."

Walking the talk

Taliana strives to keep the studio's own site current with the latest technologies and trends. Taliana often tests Adobe's latest tools on the site to see how new features can improve the site as well as the studio's design capabilities and efficiency.

To support an expanding body of content, in 2009 Taliana Design used Adobe Creative Suite 4 Web Premium to redesign its site from a rich media experience to a full CSS site. Designers exported Adobe InDesign® CS4 layout files as .SWF files, compatible with Adobe Flash® Player—demonstrating how the studio could streamline web publishing without having to write code.

With the launch of Creative Suite 5 Web Premium, the team reinvented its site again for a tailored user experience across devices. This time, Adobe tools supported the delivery of mobile and traditional sites in a blended workflow. Looking ahead, new capabilities in Creative Suite 5.5 Web Premium—including the Multiscreen Preview panel with media query support, jQuery Mobile integration, and an updated WebKit rendering engine—promise to further streamline the studio's workflow and support customer demands for sites that can be accessed anytime, anywhere.

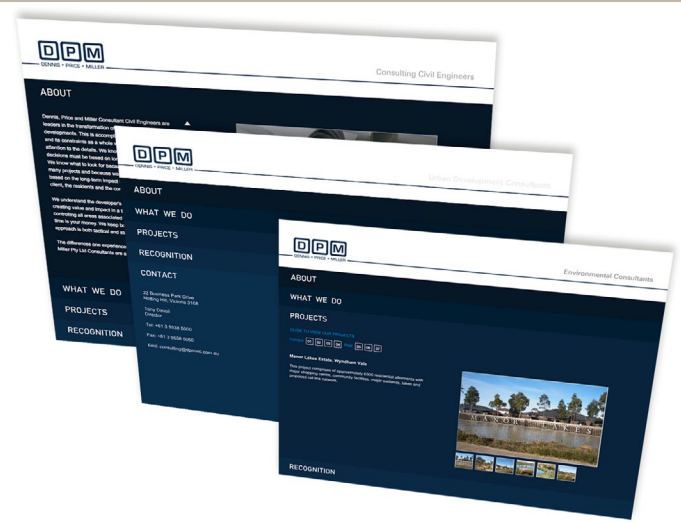
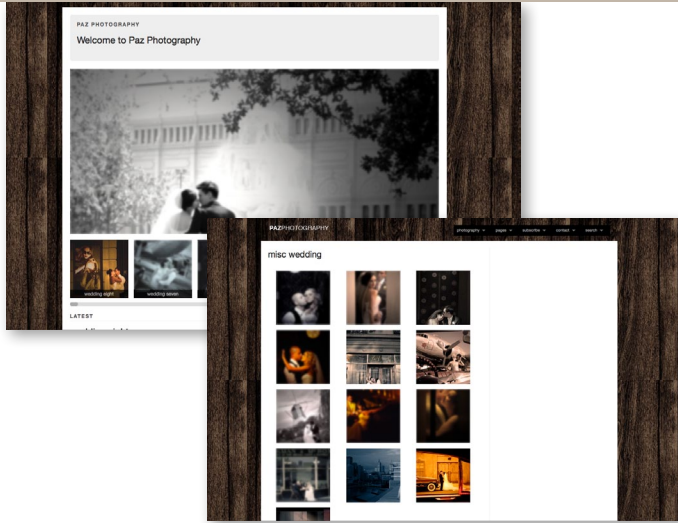
"Saving time for clients without compromising the quality of work is the main benefit of working with the latest version of Adobe Creative Suite software," says Taliana. "Adobe Creative Suite 5.5 Web Premium makes it far faster, easier, and less expensive to create high quality sites aimed at various devices."

A workflow for versatility and mobility

Every project involves a variety of Adobe tools used within well-orchestrated, integrated processes. Many designs originate in Adobe Photoshop® CS5 Extended and are exported to Adobe Fireworks® CS5, then brought into Adobe Dreamweaver® CS5.5 for outputting HTML-compliant code. From there, developers can easily go into the CSS files to build templates and websites, without having to start from scratch.

Using CSS inspection and Live View features in Adobe Dreamweaver CS5.5 enables Taliana Design to view sites in progress and make adjustments to templates, saving hours of development time. The Paz Photography website features a modified WordPress template that suits the client's branding.

Adobe Flash Professional CS5.5 helps Taliana Design integrate rich media content into websites with ease. For the animation-heavy Dennis Price Miller website, the studio used Code Snippets and Code Hinting in Flash Professional to save time and reduce the amount of hand coding.



"The major benefit of Adobe Flash Professional CS5.5 is the ability to build applications for multiple devices. I love the fact that one piece of software can output to so many devices."

Lisa Taliana
Founder,
Taliana Design

Once websites are underway, developers use the CSS inspection and Live View features in Dreamweaver CS5.5 to view and fine-tune code. For Paz Photography, Taliana Design used the WordPress system, using MAMP and Dreamweaver to run a testing server, which allowed edits and modifications to the template to suit the client's branding. "With Live View, Live Code, and Inspect in Dreamweaver CS5.5 we can adjust templates effortlessly," explains Taliana. "In the past we would have had to use Firebug in an Internet browser to work out what elements were named, where they resided, and what styles had been applied to them. This process saves hours of development time."

For popular site features like interactive slideshows, Taliana often starts in Adobe Illustrator® CS5, exporting the layers to Adobe Flash Catalyst™ CS5.5—a major time saver because no coding is required to generate interactive .SWF files. From there, Taliana integrates video or animated elements such as slideshows into HTML websites using Adobe Flash Professional CS5.5.

Dennis Price Miller's animation-heavy site came together quickly and cost effectively with Flash Professional. Developers used Code Snippets and Code Hinting, which were major time savers and let them spend less time hand coding. Taliana Design looks forward to finding opportunities to use Flash Professional CS5.5 for multidevice development.

"The major benefit of Adobe Flash Professional CS5.5 is the ability to build applications for multiple devices," says Taliana. "There's no discrimination, everything just works, reducing the need to build individual applications in different software. I love the fact that one piece of software can output to so many devices."

Efficiency for the future

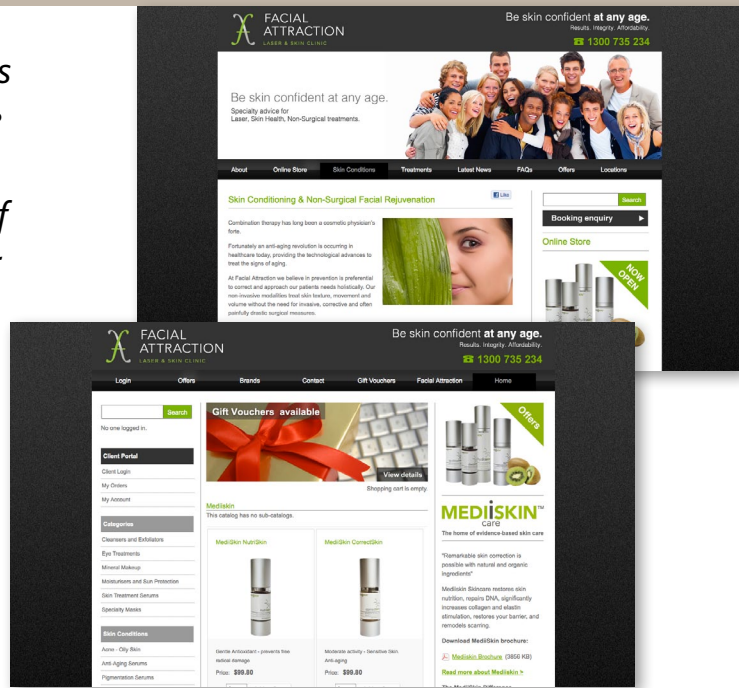
For Taliana Design, Dreamweaver CS5.5 has become the pivot point for optimizing websites for desktops, smartphones, and tablets. The Multiscreen Preview panel in Dreamweaver CS5.5 makes it easy to see how content will display on different screen sizes.

"Multiscreen Preview in Dreamweaver CS5.5 is important because the screen resolutions are different on iOS, Android, RIM, and Galaxy tablets," says Taliana. "Adobe is simplifying the creation of traditional web and mobile experiences for display across devices."

Taliana Design also uses jQuery when optimizing websites for devices by simply hiding the DIV tag that comprises the content in Adobe Flash Professional CS5.5 and replacing it with jQuery. "With jQuery integration, having the ability to build mobile applications quickly and effortlessly within Dreamweaver CS5.5 makes life simpler," says Taliana. "It's great to see the mobile starter examples, which you can easily customize to suit your client's branding."

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Lisa Taliana
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Toolkit

Adobe Creative Suite 5.5 Web Premium. Components used include:

- Adobe Photoshop CS5 Extended
- Adobe Illustrator CS5
- Adobe Fireworks CS5
- Adobe Dreamweaver CS5.5
- Adobe Flash Catalyst CS5.5
- Adobe Flash Professional CS5.5
- Adobe InDesign CS5.5
- Adobe BrowserLab
- Adobe Business Catalyst

To streamline site maintenance, Taliana offers clients self-service content updating tools such as Adobe's Business Catalyst Content Management System. The studio makes sure that templates and content are well-structured and easy to work with for clients. An example of this is a website created for Facial Attraction. "The use of the Business Catalyst plug-in for Dreamweaver makes creating and editing the site effortless," says Taliana. "I am able to add e-commerce and e-mail marketing modules to my sites and I can inspect code and make use of Live View to see how my site is rendering."

The studio also makes use of Adobe BrowserLab for most websites. "I'd be lost without BrowserLab," says Taliana. "I am able to view one website, across different browsers on different operating systems. Having the ability to actually see how your site is rendered over different browsers, enables you to fix issues early before you go live."

But for Taliana, the future lies in successfully rendering sites across mobile, tablet, and desktop devices—a process that's made far easier with Adobe Creative Suite 5.5 Web Premium components. Taliana can demonstrate the studio's site to prospective and current clients across multiple devices and talk about how they integrated jQuery effortlessly. Clients instantly start to reevaluate how they want their sites to work and be used.

"We see the multidevice future, and recognize that Adobe is paving the way. With each new update, Adobe helps us stay ahead of competitors and reduce the time to produce work without sacrificing quality. Being in front of the technology curve is good for business, but our clients are the ones who benefit most," says Taliana.

For more information
www.adobe.com/products/creativesuite/web



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