NEW RELEASES IN JANUARY 2017

Short overview

VIDEO-EDITING WITH PREMIERE ELEMENTS 15
THE HANDS-ON INTRODUCTION

GAME-PROGRAMMING WITH THE UNREAL ENGINE ... FOR KIDS

ONENOTE 2016
PRACTICAL KNOWLEDGE FOR WORKING WITH A COMPUTER, SMARTPHONE AND TABLET

MACRO PHOTOGRAPHY
Georg Froemelt shows how to edit your own videos easily with Premiere Elements 15. You learn how to make use of the various basic functions, import data and cope with the program’s surface.

The book gives you the fundamental basics of editing-techniques as well as an insight into the diverse opportunities of transitions to support the story. Small workshops regarding music videos or slide shows are helpful to put the learned skills into practice immediately.

The author also provides a lot of pro-tips concerning audio-editing and color correction. With video effects and text-tools, each and everybody can spice up their own video. And for all those who would like to save and publish their work, just export it to a smartphone, DVD or online.

Georg Froemelt studied media design at the Bauhaus university Weimar. Since 2012 he works as a self-employed videographer for short film, animation and music videos.
Would you like to create your own fantasy world, walk around in it and even meet your self-created characters? With this book Hans-Georg Schumann provides you with a box filled with tools to put your gaming ideas into practice. With the Unreal Engine you will develop your own 2D or 3D games step by step.

The visual developing surrounding of the Unreal Engine offers numerous opportunities to compile elements for a game. You will learn how to handle the blueprint system, which allows you to spare the typical text line based programming. Without further ado you will be able to create objects, animations, rooms and landscapes.

A lot of questions and tasks at the end of each chapter provide you with practicing-fun and strengthen the newly learned skills within the blink of an eye.

Hans-Georg Schumann worked as a teacher for computer science and mathematics and wrote many successful books of the “...for kids” series.
Microsoft OneNote is part of Microsoft-Office and already pre-installed on many computers. This note-taking-program adds structure to your digital life. You can easily collect information of all kind and summarize them to your own personal notebook.

Winfried Seimert shows you how to collect, administrate, structure and recall appointments, photos, screenshots, websites or documents. You will learn how to use OneNote in connection with other Office-programs such as Outlook or Word and how the Add-in OneTastic will offer you a range of advanced possibilities.

OneNote is the effective guide for your self-organization as well as your knowledge and information management.

Winfried Seimert is an EDV academic and author of numerous IT-books, especially for topics such as software and operation systems. Due to the well thought out structure, his books enjoy great popularity since the nineties.
Alexander Dacos shows you how to enter the breathtaking world of macro-photography even with only little equipment. He explains the decisive factors as well as the special tricks of professionals to make a photo look fascinating.

By using many practical examples, he explains what you need to focus on when it comes to location and planning. He shows you how to take great pictures with available light and demonstrates the photography of macros with flashlight, steady light and reflectors.

The author also takes a closer look to the composition: with great example-photos he shows the effect of perspective, format, background, etc. and explains basic rules such as the “golden cut” or the “one-third-rule”.

In addition to a short insight into the basics of RAW-editing, he presents relevant techniques of editing macro pictures in photoshop. In the subsequent chapter, the author summarizes all steps in three workshops.
NEW RELEASES IN FEBRUARY 2017

Short overview

WILDLIFE PHOTOGRAPHY
THE RIGHT MOMENT

ANALOG PHOTOGRAPHY AND DEVELOPMENT
YOUR OWN DARKROOM

LINUX MINT 18
PRACTICAL KNOWLEDGE FOR BEGINNERS AND USERS
SWITCHING
Winfried Wisniewski’s pictures are internationally popular and repeatedly awarded. His wildlife photographs show single moments but tell whole stories. They touch the reader in a very special way and will immediately fascinate you. In this book Wisniewski explains how to add that special something to your pictures. He lets you take part in the genesis of his pictures and illustrates additional pictures from the respective series to show the difference. Besides of the technical knowledge you will also train your photographic eye, which allows you to put a deeper meaning to your own pictures in an artistic way.

Go on a safari yourself and do not miss out on the perfect moment! You will be a witness of the vital second in that a common gull lands on an eagle, a cheetah takes down a gazelle or a penguin holds a press conference.

Unique and spectacular wildlife photography captured by a world-class photographer

Descriptive explanation to the making-of of every wildlife picture

With a preface from Prof. Dr. Georg Rueppell, biologist, wildlife videographer and photographer

264 pages, € 34,99 (D)
Paperback, 22 x 22 cm
In full color
ISBN: 978-3-95845-365-4

Winfried Wisniewski is a famous German wildlife photographer. Since almost 50 years he enriches the business with books, magazines and lectures about animal photography. Lately he keeps himself busy with photographically capturing the crucial moments of nature.
The moment you take the film out of the developing tank, the second in which the picture gets visible on paper for the first time – this is when you feel the fascination that still inheres to analog photography.

Marc Stache advises you on how to set up and install your own darkroom. He shows you the wide range of films, demonstrates the differences and helps with the right choice of film, the correct developing as well as the choice of paper. Furthermore he discusses the practical basics of darkroom-work, the chances of retouching and the experimental development as for example with coffee. He shows you step by step how to get from the exposed film all the way to the final print, filing negatives as well as positives on the long term and presenting your pictures perfectly. A list of the most common mistakes together with error causes and tips for avoiding them in future perfectly complements this modern book. As a result you will get unique black and white photographs from your own darkroom.

**Marc Stache** is a Photo-Designer and gives darkroom workshops for lovers of analog photography. He also produces analog hand prints on PE and baryte paper in his Berlin studio and specialist laboratory "Analog Fineprint Service"
Enter the Linux world with Mint! It doesn’t matter if you prefer working with another operating system at the same time or with Linux Mint 18 (Sarah) exclusively: This book takes you by the hand and enables an easy start.

The author mainly discusses the basic version of Linux Mint Cinnamon but also introduces the distributions MATE, KDE, Xface as well as the OEM-version and the no-codecs-version. He explains in an easy and comprehensible way the different ways of installing Linux Mint (live version, permanent installation, exclusively or parallel with Windows), demonstrates how to setup Mint and introduces the work interface in a way that lets you start off right away.

Additionally, he shows you programs that Linux Mint already brings along and recommends appropriate alternatives. He especially mentions the work with LibreOffice und gives you valuable information about multimedia, mobility, data backups in the Cloud or safety for your system.

**Switch to Linux Mint step by step**

- Get to know the user interface of Linux Mint Cinnamon and adjust it to your own needs
- Operate Windows and Linux Mint at the same time

280 pages, € 19,99 (D)
Paperback, 14,8 x 21 cm
With DVD
ISBN: 978-3-95845-510-8

**Christoph Troche** is an author of IT-literature and Linux user from the very beginning. Practical usability as well as writing user-friendly instructions is very important to him.
NEW RELEASES IN MARCH 2017

Short overview

LIVE STREAMING WITH PERISCOPE AND TWITTER

WRITING ACADEMIC PAPERS
THE HANDS-ON GUIDE WITH MORE THAN 100 SOFTWARE-TIPS

COLOR MANAGEMENT FOR PHOTOGRAPHERS

ADOBЕ AFTER EFFECTS CC 2017
THE HANDS-ON GUIDE
Periscope enables an easy entry into live streaming even without prior knowledge. Whether it is with the app or via twitter – Bianka Bensch shows you how to design and implement your own live streams in an instant.

In the first part of the book you will learn about the twitter functions of periscope and live streaming in detail. The second part is about the production of your own live streams. Besides useful tips concerning technology and presentation, the author reveals how to further utilize sent live streams and process them for other social media channels such as YouTube, Facebook or blogs.

The third part addresses freelancers and companies, that would like to use periscope in a professional way. In this part you will learn how to develop your own live stream strategy and find formats matching your resources and individual goals. The usage of monitoring, analytics and performance measurement assists you with making your live streams even more successful in the future.

Bianka Bensch studied business administration and journalism. As a qualified social media manager, she supervises business clients in the social media sector. She also writes for several online magazines and is the online editor of a regional newspaper.
This guidebook is a comprehensive and motivating instruction for successfully writing academic papers. It addresses students of all subjects. The author puts a special focus on the use of software as support in all stages of academic work, she describes more than 100 different softwares such as Citaci, Evernote, etc. In part 1 “orientation and planning” you will learn the different strategies concerning motivation and effectively reaching your goals. Furthermore the author points out several methods of scheduling and finding the best method for your individual planning. The second part deals with collecting and structuring ideas. This includes handling literature from administrating, researching, evaluating and effectively reading and processing content. The third part covers the writing process. The author describes several types of writing and strategies according to your strengths and weaknesses. This way you will find an easy entry into writing and keep it up until the end.

Dr. Andrea Klein teaches students at the international university of cooperative education of the F+U business group, as well as at technical colleges and universities. Her longstanding experience contributes to the development of a didactic concept, which uses the individual motivation of the students as a starting point for their further development.
Color management should be a matter of fact in each photographic workflow so that your photos look as intended in printing. After teaching you the basics of color management, Thomas Hoppe introduces you to the necessary tools for calibrating and profiling monitors and printers. All color management tools such as x-rite, i1, Profiler and Eizo ColorNavigator 6 are demonstrated step by step in an expanded practical part, so that you may choose the software which is most suitable for your own work.

Furthermore the author shows you the color management workflow with professional software such as Photoshop, Lightroom, Capture One, Pro, SilverFast, VueScan and Adobe Camera Raw, and gives you several professional tips concerning white balance and skin-tone reproduction.
Adobe After Effects offers a variety of opportunities to dive into the colorful world of animation and special effects. The videographer and motion designer Georg Froemelt demonstrates how to use raw material, animation and key frames.

He gives you an understanding of the timeline and shows you how to arrange your compositing with different levels. He also does not spare the 3D animation and particle effects. Many small workshops help you to fully exploit the opportunities of After Effects. You will get to know how to combine After Effects with other Adobe programs as Premiere Pro, Photoshop, Illustrator and Cinema 4D and how other plug-ins support the editing. The workshop material can be downloaded on the website of the publishing house.
NEW RELEASES IN APRIL 2017

Short overview

CONTENT MARKETING –
THE HANDS-ON GUIDE FOR BUSINESSES
DEVELOP YOUR STRATEGY, PLAN YOUR CONTENT,
REACH YOUR TARGET GROUP

MY SOCIAL MEDIA TIME-OUT
THE COLORING BOOK FOR ADULTS

THE BEST POSING TIPS
NEW RELEASES IN APRIL 2017

**CONTENT MARKETING**
**THE HANDS-ON GUIDE FOR BUSINESSES**

DEVELOP YOUR STRATEGY, PLAN YOUR CONTENT, REACH YOUR TARGET GROUP

Content marketing puts the customer in the focus of all activities. Thereby, specifically planned content mediates between the company’s offer and the customer’s needs.

This book functions as a guideline that explains what matters in content marketing. You will learn to define content marketing goals in accordance with corporate goals, determine suitable KPI and accordingly develop your content strategy. All further steps like content planning, -production and -distribution will be dealt with proximately. You will find out how to analyze your target group’s interests and needs to adjust your content to it. By means of practical examples you will learn to perfectly plan the content for every stage of the customer journey. Conclusively, the author shows you how to review whether you have reached your strategic goals by aid of analytics methods.

**248 pages, € 26,00 (D)**
Paperback, 17 x 24 cm
ISBN: 978-3-95845-044-8

**CORRECTLY DEFINE GOALS AND DEVELOP STRATEGIES AS A BASIS FOR THE WHOLE CONTENT MARKETING PROCESS**

**STRENGTHEN BRANDS AND ACTIVATE CUSTOMERS ALONG THE WHOLE CUSTOMER JOURNEY**

**NUMEROUS EXAMPLES, TIPS, CHECKLISTS AND TOOLS**

Dr. Sepita Ansari is one of Germany’s most popular digital marketing experts. In 2009 he founded the digital marketing agency Catbird Seat. Wolfgang Mueller is head of content strategy at Catbird Seat and focuses on strategy and conception of content marketing.
Photography, movies, beauty, fashion, lifestyle, travel, food and much more: with this coloring book filled with motives of your favorite topics around the internet and social media you treat yourself to a little break.

Take the time to deliberately go offline and get inspired by the detailed coloring pictures of the illustrator Olka Kostenko. The diversity of the skillfully interwoven picture elements turns the process of coloring into a discovery. Just like in a hidden object picture book you will always find new details, which will invite you to let your creativity run free. Decelerate your daily life without waiving your favorite topics. Just like this you will succeed your digital detox easily and with a lot of fun.
In photographing people, the pose plays a decisive role. In this book the experienced model photographer Jens Brueggemann initially describes the basic rules of posing such as body tension, leg position and elegant hand position. Furthermore, you will find a helpful collection of numerous poses for models in fashion photography, portraits, nude photograph, male models, kids, elderly models, etc.

Expressive photos accompany each tip: what needs to be considered with sitting models? In which situation is a mirror supportive? How significant is a weight shift? This handy idea generator is an enrichment for every shooting and should not be missing in your collection.

Jens Brueggemann is a freelancing commercial photographer since 1998. He is specialized on nude photography, beauty, fashion, people, kids and stills. His works are published in books, magazines and calendars all over the world.
NEW RELEASES IN MAY 2017

Short overview

ANALOG PHOTOGRAPHY

LOST PLACES
TAKING PICTURES AT ABANDONED PLACES

LET’S PLAY: CREATE PLUGINS WITH JAVA
YOUR MINECRAFT PROGRAMMING GUIDE

PROGRAMMING GAMES WITH JAVASCRIPT
... FOR KIDS

MINDMANAGER 2017
MINDMAPPING / VISUALIZATION / SELF-MANAGEMENT
Ludwig Schuster shows you how to easily enter the world of analog photography. He advises you on buying a camera and the dark room equipment and gives an overview of the special features of analog photography. He leads you step by step through your first film processing, even using “caffenol developer” that is made from coffee and environmentally friendly.

Another focus of this book lies on how to turn a developed film into your first paper print. Next to practical explanations you will find useful background knowledge as well as an insight into the creative possibilities analog photography still offers.
LOST PLACES
TAKING PICTURES AT ABANDONED PLACES

Not only photographers are fascinated by abandoned places but for them it is an adventurous challenge to capture the evanescence. The passionate urbexer Axel Hansmann takes you to old industrial facilities, unoccupied castles, forgotten bunkers and military facilities throughout Germany and Russia.

He gives advice on how to find lost places, avoid legal difficulties, choose the right equipment and breathe life into mystical photo scenes.

He also explains how to edit photographs as HDR to present them in an ideal way on the Internet or at exhibitions.

Axel Hansmann has been photographing since he was 16 years old. His photographs, documentations of transience, got published in numerous magazines, newspapers and online.

FASCINATING PICTURES OF FORGOTTEN BUILDINGS
INSIDER TIPS FOR INSPIRATION, CAPTURING THE IMAGE ITSELF, LOCATION AND EDITING
PREPARATION FOR PRESENTING IMAGES IN EXHIBITIONS OR SOCIAL MEDIA

250 pages, € 29,99 (D)
Paperback, 22 x 22 cm
In full color
ISBN: 978-3-95845-540-5
NEW RELEASES IN MAY 2017

CREATE PLUGINS WITH JAVA
YOUR MINECRAFT PROGRAMMING GUIDE

Daniel Braun shows you how to program Minecraft-plugins with Java and Bukkit or Spigot. Together with your friends you can try out these plugins on your own Minecraft-server. Prior knowledge is not required, you will learn everything from scratch.

After programming simple chat commands, you will create cool plugins for building elements with a single command. You can also design your own crafting recipes to create powerful new weapons such as a fire sword that sets everything it hits on fire. At the end, you will even be taught how to develop your own gaming-mode, literally a game in the game.

For all this, prior knowledge is not required. It starts with very simple examples, but with every chapter you learn more options to adjust Minecraft to your personal preferences. At the end, you will be able to program Java without a limit to your creativity and create your very own Minecraft world.

Daniel Braun is a Minecraft fan since day one and knows every facet of the game. He studied informatics and is the author of several books about Minecraft and LEGO Mindstorms.
NEW RELEASES IN MAY 2017

PROGRAMMING GAMES
WITH JAVASCRIPT
... FOR KIDS

Playing computer games is fun, but developing your own games is even more creative! In this book, you learn how to program with JavaScript and the high-performance engine Babylon, which is a fully adequate system for creating 3D-Games. You will be able to build an insect or an android, animate your characters, lead them through the game and collect items. Additionally, you will gain basic knowledge of the programming language JavaScript.

Additional information of the Babylon-Playground, which allows you to share your games with your friends, as well as special features of the different browsers can be found in the attachment. Many questions and tasks at the end of each chapter provide a lot of practicing-fun.

Hans-Georg Schumann worked as a teacher for informatics and mathematics. He is the author of many successful books of the “...for kids” series.

LEARN HOW TO PROGRAM WITH JAVASCRIPT AND THE GAME-ENGINE BABYLON
DEVELOP LITTLE GAMES STEP BY STEP
WITH QUESTIONS AND TASKS AT THE END OF EACH CHAPTER

336 pages, € 22,00 (D)
Paperback, 12,5 x 18,5 cm
ISBN: 978-3-95845-577-1
NEW RELEASES IN MAY 2017

MINDMANAGER 2017
MINDMAPPING / VISUALIZATION / SELF-MANAGEMENT

This book shows you how to visualize and share your ideas and information with MindManager. Andreas Lecher explains the different stages of developing an extensive knowledge map as well as how to create it with MindManager to give it structure and categories. Moreover, the author demonstrates how to export the information to other apps like Microsoft Office or even export it as a website.

Self-management, brainstorming, meeting-management, project planning or distribution of tasks: You will be able to effectively create and use your own knowledge maps and efficient information graphics.

Andreas Lecher is a certified knowledge manager and Mindjet coach as well as an internationally certified MindMapping® and BrainLand® coach. His coachings are mainly about MindManager.

HANDS-ON GUIDE TO USE MINDMANAGER EFFICIENTLY
SIMPLE VISUALIZATION OF COMPLEX IDEAS AND INFORMATION USING FLEXIBLE MIND MAPS AND DIAGRAMS
WITH MANY PRACTICAL EXAMPLES AND EXERCISES

236 pages, € 22,00 (D)  
Paperback, 14,8 x 21 cm  
ISBN: 978-3-95845-498-9
NEW RELEASES IN JUNE 2017

Short overview

CONTENT MARKETING – THE WORKBOOK
STEP-BY-STEP TO SUCCESSFUL CONTENT

AUTOCAD 2018 AND LT 2018
FOR ARCHITECTS AND ENGINEERS
Nowadays, content marketing is an essential part in every marketing-mix. Whether it is a guide, a how-to blog-post or information about the company – it is the content that makes life easier for the customer.

This book is as a step-by-step guide and will support you from the very beginning until the end on your way to successful content marketing. It even helps you with the practical implementation. The author leads you through the five stages of the content-marketing-cycle: starting with the definition of a brand, targets and target-groups, strategic content-planning, -creation, -distribution and controlling.

In each chapter you find tasks and challenges as well as numerous checklists and tips supporting you with the concrete implementation. Additionally, this workbook has enough space for your own notes, so you can start right off.
NEW RELEASES IN JUNE 2017

AUTOCAD AND LT 2018
FOR ARCHITECTS AND ENGINEERS

This basic handbook shows you the possibilities of AutoCAD 2018 and AutoCAD LT 2018 and offers a practical orientated entry into CAD especially for beginners.

This book, along with the 30-day trial version of the Autodesk-website, lets you start right off with your first drawing. From the very beginning, you work with typical construction tasks from. Each chapter includes training tasks, test questions and solutions. Numerous commands are explained in detail.

For the versions AutoCAD 2018 and AutoCAD LT 2018

Design examples from architecture, craft and engineering

Numerous practical examples and exercises

824 pages, € 44,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-625-9

Detlef Ridder published numerous books about AutoCad and ArchiCad and works as a trainer for AutoCAD.
NEW RELEASES IN JULY 2017

Short overview

JIMDO
PRACTICAL KNOWLEDGE FOR BEGINNERS

AUTODESK REVIT ARCHITECTURE 2018
A PRACTICAL START
Would you like to create your own website? A blog? An online-shop? Or even everything at once? No problem – by means of this completely updated new edition of the successful handbook, Jimdo expert Alexander Kerscher demonstrates the functionalities, possibilities and limits of this acclaimed webpage generator.

First of all, the author guides you through the necessary considerations and preparations. After the registration, you will get to know the content elements and chose a look for your website. Jimdo offers many modern designs – Alexander Kerscher explains how to choose the right one and adjust it to your own requirements. A detailed tour through the elements such as texts, images, videos, galleries, shop items or even blank forms will complete your new knowledge.

For further online success you will get tips and tricks for successful web-shops and learn the basics of SEO. Advanced users will also learn about using the design interface for the implementation of a very own design.

Alexander Kerscher works as an e-business consultant, CMS expert, speaker for web-conception, expert for Jimdo, author and holder of his agency Fruits & Harvest.
This basic textbook shows you the typical commands of the architecture software Revit 2018 using an example of a complete construction as well as various single demonstrations. This book especially addresses Revit-newbies that are looking for a practical start. Using Revit it is essential to get to know the different command options and operating elements by means of examples since the using it requires a lot of practical experience.

With this book and a 30-days-revit-test-version that can be downloaded at the autodesk homepage you can start right off and create the very first floor plans for your own houses in no time. The most important procedures are being explained and trained with a complete project-example as well as with a lot of detailed single examples. At the end of each chapter questions can be found with the associated solutions in the attachment.
NEW RELEASES IN AUGUST 2017

**Short overview**

**MARKETING WITH INSTAGRAM**

**DOC BAUMANN’S “PHOTOSHOP CONSULTATION”**
MORE THAN 100 STEP-BY-STEP WORKSHOPS ON IMAGE EDITING

**WEDDING PHOTOGRAPHY**
CREATIVE FLASH TECHNIQUES FOR EXTRAORDINARY PHOTOGRAPHS

**3D CONSTRUCTIONS WITH AUTODESK 2018 INVENTOR AND INVENTOR LT 2018**
HANDS-ON INTRODUCTION

**CINEMA 4D R19**
HANDS-ON INTRODUCTION

**MAILCHIMP**
THE HANDS-ON GUIDE
On Instagram, the brand and purchasing affinity of users is particularly high. Contributions from companies are regularly rewarded with likes and are inspiration for the next purchase. In today's marketing mix, Instagram plays an increasingly important role. And where else does one have the opportunity to reach existing and potential customers not only personally at any time and at any place but also emotionally?

This book will help you to develop and implement your own successful Instagram strategy. Kristina Kobilke shows you how to create content that arouses interest and attracts attention, whether with photos, videos, Instagram Stories or live videos. You will learn to express your individual imagery and tonality, plan ahead and post in the right frequency. And to help you quickly find the right followers, Kobilke explains how to deal with hashtags and communicate with the community.

Extra chapters about influencer marketing and advertisement on Instagram help you to reach opinion leaders, increase your popularity and sales. The author also presents numerous supplementary apps and useful tools on all of the topics.
NEW RELEASES IN AUGUST 2017

DOC BAUMANN’S “PHOTOSHOP CONSULTATION”
MORE THAN 100 STEP-BY-STEP WORKSHOPS ON IMAGE EDITING

Make a head smoke, decorate bodies with tattoos, or change the color of clothes - who has not had a creative idea to work with Photoshop, but did not know how? In this book by the image processing guru Doc Baumann you get help and also learn why a particular tool is used in the one case but is not suitable for a different image.

In more than 100 workshops in the fields of montage, image optimization, graphics and workflow, that are based on questions from readers of DOCMA magazine, you will find out how to restore a damaged photo, knock out the background exactly, compose an HDR without the HDR function, combine layer styles or create metallic surfaces. This includes basic Photoshop applications as well as sophisticated techniques.

MORE THAN 100 HANDS-ON, STEP-BY-STEP SOLUTIONS FOR USER QUESTIONS - EVEN FOR OLDER PROGRAM VERSIONS
PHOTOSHOP IDEAS FOR MONTAGE, IMAGE OPTIMIZATION, GRAPHICS AND WORKFLOW
EXTENSIVE IMAGE MATERIAL FOR DOWNLOAD

312 pages, € 29.99 (D)
Paperback, 17 x 24 cm
In full color
ISBN: 978-3-95845-610-5

Doc Baumann is a well-known author and journalist for digital image editing and Photoshop, graphic designer and writer. As editor in chief and co-founder of the image editing magazine DOCMA he’s been answering questions of his readers for many years.
Heiko Schmidt explains when and how a wedding photographer should be using a flash to create wedding photographs that attract attention and stand out from the mass.

After a brief introduction to modern wedding photography, the author shows what equipment a wedding photographer needs and what techniques he should master. He will take a detailed look at taking pictures with slow shutter speeds as well as using unleashed and bounce flashes. The author demonstrates what is possible with simple speedlights by means of many example pictures.

From getting ready in the morning to the evening party, he describes every part of the wedding and which flash techniques can be used creatively, because not every flash technology fits every section of the day. He concentrates on flashing in report situations. Apart from the bridal couple shooting and the group pictures, all pictures in this book have been created without any intervention.

Heiko Schmidt is a successful wedding photographer and has already received several awards for his photographs.
This basic hands-on introduction shows you the possibilities of Inventor 2018 and Inventor LT 2018 and especially addresses Inventor newbies. This book, along with a 30 days test version that can be downloaded at the Autodesk homepage, let you start creating your own 3D constructions right away and within no time at all. The most important procedures are explained and practiced with the help of many examples. At the end of each chapter you will find questions to test your knowledge. The correct answers can be found in the attachment.
CINEMA 4D R19
HANDS-ON INTRODUCTION

CINEMA 4D from MAXON is an important 3D graphics and animation program worldwide and used by most of the major studios and agencies. The 3D expert Maik Eckardt makes it easy to get into this complex software by means of clear explanations and 23 practical workshops on all important topics.

The underlying learning method is based on the author's many years of experience as a CINEMA 4D trainer. In doing so, he focuses on the essential features with which you can learn CINEMA 4D efficiently and use it very quickly for your own projects.

INTRODUCTION TO 3D MODELING, TEXTURING, ANIMATION, SCENE BUILDING AND RENDERING

CHARACTER RIGGING, PHYSICAL ANIMATION WITH DYNAMICS, PROGRAMMED ANIMATION WITH XPRESSO, HAIR, MOGRAPH AND SCULPTING

INCLUDING 23 PRACTICAL WORKSHOPS, ALL WORKSHOP FILES FOR DOWNLOAD

360 pages, € 39.99 (D)
Paperback, 17 x 24 cm
In full color
ISBN: 978-3-95845-698-3

Maik Eckardt is an independent 3D-graphic-artist and CINEMA 4D trainer at the SAE Institute, at the Institute of Design (IN.D), at the Technical College of Technology in Berlin (BTK) and at the Nemetschek Competence Center.
MailChimp is one of the world's leading softwares in the field of email-marketing and newsletters and is suitable for everyone - regardless of the application area.

In addition to a basic introduction to the subject of email-marketing and newsletter shipping, the authors will discuss in detail all the topics that play a role in working with MailChimp: After setting up the account, you will learn how to create lists for your email-addresses and efficiently manage them. Detailed and step by step, you will learn how to build the registration forms and the user interface to meet the requirements of modern email-marketing.

After the foundations are laid, the authors show which templates are available, and you will get to know all available content elements. You will learn how to set up individual campaigns, send them and use statistics and A/B-tests to check the success of your newsletters.

For advanced users the authors discuss Facebook and Instagram campaigns, Webhooks, the API programming and MailChimp apps.

FROM THE SETUP OF THE ACCOUNT TO THE NEWSLETTER DESIGN TO CONTROLLING ADDRESS LISTS, GROUPS AND SEGMENTS, CAMPAIGNS AS WELL AS NEWSLETTER SHIPPING INCLUDING A/B-TESTS

NUMEROUS STEP-BY-STEP INSTRUCTIONS AND VALUABLE TIPS FOR SUCCESSFUL EMAIL-MARKETING


Michael Keukert and Tobias Kollewé have been consulting e-mail marketing with MailChimp for e-commerce service provider AIXhibit AG for several years.
NEW RELEASES IN SEPTEMBER 2017

Short overview

**DIGITAL CLEANING**
COPING WITH THE FLOOD OF INFORMATION, TIDYING UP DIGITALLY AND MAINTAINING ORDER WITH A SYSTEM

**INDESIGN CC**
PRACTICAL KNOWLEDGE FOR PUBLICATIONS AND LAYOUT

**PYTHON REFERENCE**

**ARCHICAD 21**
HANDS-ON INTRODUCTION
The amount of information that enters our computers and smartphones daily is growing and growing. Do you have problems keeping up as well? In this book, the author supports you with your digital tidying up.

What information is really important? How to structure data optimally? How do you synchronize on all devices? And above all, how do you keep order?

The author shows in a practical and easy way how to set up your own effective system. It will be easy for you to capture, archive, and retrieve important information anytime. In addition, the author helps you with your backup and the handling of e-mails and does not lose sight of the security of your data. All throughout the chapters, the most helpful tools and apps are introduced – most of them at no charge.
In this book, the experienced author Winfried Seimert will show you how you can design and publish high quality printed matter with InDesign.

The focus is on the design of printed publications, as they are needed in many small and medium-sized companies, but also for private individuals who want to design their works professionally.

The author always proceeds in a practical way and explains everything step by step: installing InDesign, capturing, inserting and editing texts, inserting graphics, outputting print data and much more.

You can use the book as a workbook and work through it from start to finish or, due to its extensive index, it is also well suited as a reference book.

THE MOST IMPORTANT FUNCTIONS OF INDESIGN FOR DESIGNING PRINT PRODUCTS EXPLAINED IN A CONTINUOUS EXAMPLE

USEFUL TIPS AND TRICKS FOR A SMOOTH WORKFLOW AND AN OPTIMAL LAYOUT

DESIGN FLYERS, BUSINESS CARDS, POSTERS, ETC. WITH INDESIGN

InDesign CC
PRACTICAL KNOWLEDGE FOR PUBLICATIONS AND LAYOUT

448 pages, € 24,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-616-7

Winfried Seimert is a computer teacher and author of numerous textbooks especially on the topics of software and operating systems.
With this reference, you get efficient programming support for Python 3.6 and Python 2.7 - clearly structured if you want to look something up.

In 24 thematically structured chapters, the most important modules are explained in detail: from basic elements such as data types, operators and standard functions to special topics such as the interface of the runtime and operating system, generators, GUI programming with tkinter, PIL, logging and context management. In addition, you will find compact representations of the implementation of object-oriented programming, CGI and Internet programming (e-mail, FTP, Telnet, HTTP) as well as the database connection (MySQL, SQLite).

The explanations are supplemented by clear tables, UML diagrams and numerous easy-to-understand examples.
This basic hands-on introduction shows all of ArchiCAD 21 using many picture examples and especially addresses newbies. From the very beginning, you work with typical design tasks that you encounter during your studies or professional life. Each command is explained and practiced directly by examples.

You get to know the user interface, the input options for coordinates and the use of fishing aids, snap points and guides. Then the architectural and morph elements are demonstrated.

In further processing steps, the design is supplemented by adding automatic dimensions. Lists of items such as windows and doors are created automatically. With more simple commands, you can create sections and views. Finally, to impressively present your project, you create photorealistic visualizations.

Detlef Ridder has already published numerous books on AutoCAD and ArchiCAD and gives training on AutoCAD.
NEW RELEASES IN OCTOBER 2017

Short overview

NEURAL NETWORKS
BASIC INTRODUCTION WITH EXAMPLE PROGRAMS IN JAVA

CREATIVE!
GENERATE IDEAS SYSTEMATICALLY
AT THE TOUCH OF A BUTTON

ARDUINO FOR KIDS

JAVA 9 EXERCISE BOOK
OVER 200 TASKS WITH COMPLETE SOLUTIONS

COLORING BOOK 404 NOT FOUND
MORE FUN WITH BUGS, SPAM, CABLE CLUTTER & CO.
COLORING BOOK FOR ADULTS
This book is a basic introduction to the development and operation of neural networks. You will get to know different models as well as all the elements that are important for the functionality of neural networks.

The author first describes the earliest models of neural networks, the Hebb formula and the model of the perceptron developed by Rosenblatt. He then discusses pattern recognition with a Hopfield network and explains the basics of a simple and a bidirectional associative memory.

Finally, the author discusses the current model of the backpropagation network. You will learn in detail how such a neural network works - from the network topology to the transfer function to the learning formula for training a network. In addition, he shows that neural networks can also learn three- or multi-dimensional functions.

Thomas Kaffka has worked as a software engineer and project manager. He has been involved in the instruments of artificial intelligence research since his studies and has also used such systems within his professional life.
Everyone can be creative. But good ideas rarely emerge from nowhere. In this book, the author shows how brainstorming works proactively and systematically.

You will learn to structure the creative process and that you first have to collect many ideas in order to have at least one good one later. Practical and efficient creative methods are presented in detail. Another focus of the book are creativity techniques. With these principles of thinking, you will expand your individual repertoire of thought patterns and increase your creative output.

For authors, bloggers, designers, service providers and employees in product development and marketing, the author has a whole range of extra tips and practical applications ready.

Lutz Lungershausen is the Creative Director of an advertising and marketing agency. He also writes articles, lectures, conducts creative workshops and generates ideas every second.
ARDUINO FOR KIDS

Create your own hardware and program it yourself is child's play today. With the Arduino microcontroller, that consists of hardware and software, you can control autonomous objects or work together with others.

Step by step and easy to understand Erik Schernich shows you how to let the hardware work for you and realizes small projects. For example, you learn how to make LEDs flash and drop Morse code. You can capture readings with sensors or generate motion with the Arduino through motors.

Many tips for reading other developers' source code and troubleshooting will give you the confidence to make your own ideas come true. Through questions and tasks at the end of each chapter, you also get lots of suggestions. At the end of the book, you'll learn how to design a keyboard yourself and use the built-in memory to construct a black box like on an airplane.

EASY ENTRY INTO THE WORLD OF MICROCONTROLLER PROGRAMMING

FLASH LEDS, SET OFF MORSE CODE, BUILD A HAND FAN, AND EVEN DEVELOP A KEYBOARD

WITH MANY TIPS FOR TROUBLESHOOTING AND READING SOURCE CODE FROM OTHER DEVELOPERS

Erik Schernich has been working with Arduino for over five years and is a lecturer in computer science at a local community college.

2th edition
168 pages, € 19.99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-580-1
NEW RELEASES IN OCTOBER 2017

JAVA 9 EXERCISE BOOK
OVER 200 TASKS WITH COMPLETE SOLUTIONS

This book is an exercise book and is aimed at readers who want to deepen and consolidate their Java knowledge through numerous practical exercises. It is ideal for preparing for exams or practicing Java programming.

Each chapter begins with a compact summary of the material used in the exercises in this chapter. Afterwards you have the possibility to choose between tasks in three different difficulty levels. These tasks allow you to practically test your knowledge. At the end of the chapter you will find complete and annotated sample solutions.

The following topics are covered: programming with Java, Java GUI programming with AWT and Swing, inner classes, generics, reflection and exceptions, Java version 7, language tools of Java 8: Lambdas and streams, Java 9, Java modularization Platform.

TRAIN YOUR JAVA SKILLS
LEARNING BY DOING WITH PRACTICAL EXERCISES
WITH COMPLETE AND COMMENTED SOLUTIONS

1008 pages, € 33,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-647-1

Elisabeth Jung is a freelance writer. After studying mathematics she taught basics of computer science and Fortran.
MALBUCH
404 not found
Mehr Spaß mit
Bugs, Spam, Kabelsalat & Co.

COLORING BOOK
404 NOT FOUND
MORE FUN WITH BUGS, SPAM, CABLE
CLUTTER & CO.

300 unread emails, no internet connection and the
support just does not answer the phone. Quickly reload
the website and the chaos is perfect: 404 not found -
the coloring book for anyone who can't live with or
without a computer.

Subjects such as error messages, login pages, small
bugs or the search engine invite you to creative coloring
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Different creative puzzles such as unraveling a cable
clutter or finding the right plug in a labyrinth will help
you to take the technical pitfalls with humor. Do not let
bugs bother you anymore. With this book and your
favorite pencils, you can relax and wait for the technical
support.

Linda Bunge is an independent
graphic designer and illustrator with
passion.
NEW RELEASES IN NOVEMBER 2017

Short overview

**LET'S PLAY: YOUR REDSTONE GUIDE**
BUILDING MINECRAFT CIRCUITS

**PROGRAMMING ANDROID APPS**
HANDS-ON INTRODUCTION WITH ANDROID STUDIO

**C++ FOR KIDS**
BASICS FOR GAME PROGRAMMERS
The world of Minecraft is full of opportunities to discover. Some of them are easy to find, others are so well hidden that many players do not even know they exist.

With this book you create numerous tricky circuits. You can upgrade your house with door openers, locks, secret passages and elevators and protect your property with TNT or water traps. Automatic farms can help you with food and gunpowder. With rails or boat channels you can transport items quickly over long distances.

You will find instructions on how to build cannons of different sizes and strengths. You’ll also learn how to build your own shooting range to improve your bow skills. Become a Redstone pro with this book!

Daniel Braun has been a Minecraft fan since the first days and knows all the facets of the game. He is a research assistant at the Faculty of Computer Science of the TU Munich and has written several books on Minecraft and LEGO Mindstorms.
In this book, Eugen Richter will give you an understanding of the basics of Android programming with Java and XML. Knowledge of Java is not necessary - in order to work optimally with the book, a basic understanding of object-oriented programming is sufficient.

You will learn the basic building blocks of an Android app and how to get the most out of Android Studio as a development environment. In other hands-on chapters, you'll gain a deeper understanding of how to program Android apps in the form of a workshop: a simple app that lets you learn the key components used in most modern apps - from a simple activity to lists and databases through to internet access and automated testing.

Eugen Richter has many years of training experience as a lecturer and trainer. His thematic focus is on the mobile development of apps for Android and the cross-platform development with Xamarin.
**NEW RELEASES IN NOVEMBER 2017**

**C++ FOR KIDS**

**Basics for Game Programmers**

In this book you will be taught how to program games with C++ step by step. You will become familiar with constants and variables, branches and loops, classes and objects and much more.

Doing this, you always stay close to games, because all projects use examples from game programming. You will quickly develop your first little games, such as guessing numbers or navigating objects on a board.

In addition to well-founded C++ basics, you will also gain professional knowledge in the course of the book: about arrays, pointers, object-oriented programming and graphics programming, e.g. how to animate characters and let them run or jump. In the end, you will have programmed three complete games on your own!

**Hans-Georg Schumann** was a computer science and mathematics teacher at a comprehensive school. He has written many successful books in the mitp series «... for Kids».

**LEARN C++ IN AN EASY WAY AND PROGRAM OBJECT-ORIENTED**

**DEVELOP THREE COMPLETE GAMES STEP BY STEP**

**NUMEROUS EXERCISES AND TASKS AT THE END OF EACH CHAPTER**

400 pages, € 24,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-712-6
New releases in December 2017

Short overview

**Raspberry Pi for Kids**
Learn how to program and experiment with electronics, Scratch and Python

**Sketchnotes of a Trip Around the World**

**Digital Black and White Photography**
NEW RELEASES IN DECEMBER 2017

**RASPBERRY PI FOR KIDS**
LEARN HOW TO PROGRAM AND EXPERIMENT WITH ELECTRONICS, SCRATCH AND PYTHON

The Raspberry Pi is a small computer for crafting and inventing. The special thing is that you can change and expand it: you build your own machine for each project, as you need it for your purposes.

The book consists of three parts: In the first part you make the Raspberry Pi ready for use. You'll learn how to surf the Internet, listen to music, and watch movies. In the second part you will get into programming with Scratch and develop games, an autosimulator and check how much fruit juice is in a lemonade.

In the third part of the book you will get to know the programming language Python. You will write programs that generate flashing patterns and letters on an LED matrix, turn household appliances on and off, detect obstacles in the dark with ultrasound, send Morse codes or measure temperatures with sensors.

Michael Weigend is a certified computer scientist, teacher and author of several books on programming and visual modeling. This is his second book about the Raspberry Pi.
SKETCHNOTES OF A TRIP AROUND THE WORLD

Impressive sketchnotes of a journey around the world: creative, individual and full of enjoyment of life. The internationally known Sketchnoter Eva-Lotta Lamm leads the reader through fantastic imagery of her personal impressions and encounters - from India to New Zealand and the USA to Peru and Bolivia.

Using sketches, symbols and short notes in English, she makes herself aware of the special experiences of every day.

This book is a special travel report for those who love Sketchnotes and want to write creative diaries. It is a special source of inspiration.

The Sketchnote inside the book are allready in english.

UNIQUE SKETCHNOTES AS A SOURCE OF INSPIRATION WITH NUMEROUS IDEAS FOR TRACING

A PERSONAL AND CREATIVE TRAVEL DIARY

FROM THE INTERNATIONALLY KNOWN SKETCHNOTER EVA-LOTTA LAMM

160 pages, € 24,99 (D)
Paperback, 20 x 22 cm
In full color
ISBN: 978-3-95845-703-4

Eva-Lotta Lamm is a designer and illustrator. She documents lectures and conferences in visual form, holds workshops in sketching and visualization and speaks regularly at international design conferences on visual thinking, sketchnoting and design sketching.
So far, black and white photography has survived every new development and trend in photography and stubbornly maintains its prominent position – especially in the press, art and fashion sectors. But in all other genres, too, black-and-white images stand out due to their very special aesthetics: they have a timeless effect, reduce the motif to the essentials and play with light and shadow.

In this book, the author shows you how to develop your own picture ideas in black and white and successfully implement them. He examines the effects of light and shadow as well as the different colors or their monochrome counterparts. Using impressive examples, he demonstrates what to look out for in order to follow in the black and white footsteps of famous photographers from analogue times.

By eliminating color as a design element, the author pays special attention to the rules of image composition - because only those who know them can deliberately break them and find their own way.

Alexander Dacos is an autodidact and professional photographer specializing in stage, people, action and interior photography, he also offers workshops on photo editing with Photoshop.