SPRING, 2011

SCIENCE AND MEDICINE

TECHNOLOGY AND COMPUTING

ENGINEERING
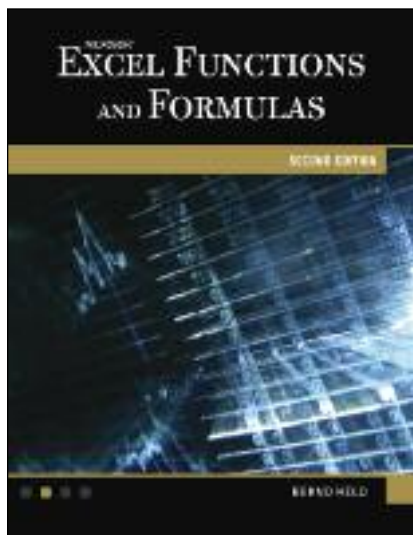
MATHEMATICS
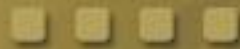
MERCURY
LEARNING AND INFORMATION

MARCH 2011
Paperback with CD-ROM   US $35.95
ISBN: **978-1-936420-01-8**
450 pages   7 x 9
Platform WIN/MAC
Computers/ Spreadsheets/ Excel

Covers Excel 2010!

MICROSOFT® EXCEL® FUNCTIONS AND FORMULAS

Second Edition

Bernd Held

In this completed updated edition covering Excel 2010, *Microsoft Excel Functions & Formulas 2/e* demonstrates the secrets of Excel through the use of practical and useful examples in a quick reference format.

Easy to use and equipped with a variety of functions, Microsoft Excel is the tool of choice when it comes to crunching numbers, building charts, and analyzing tables. Most users only scratch the surface of the program's functionality, especially the built-in formulas designed to make everyday operations and real-world tasks more efficient. The book's extensive examples make it an excellent tutorial for all Excel users who want to understand, create and apply formulas. Intermediate and advanced users will find *Microsoft Excel Functions & Formulas 2/e* an excellent reference for many of the program's advanced formulas and functions. The text is easy to understand with numerous step-by-step instructions, before and after screenshots from the application. A comprehensive CD-ROM accompanies the book with tips, shortcuts, and tutorials.

Brief Table of Contents: Formulas in Excel. Logical Functions. Text Functions. Date and Time Functions. Basic Statistical Functions. Mathematical Functions. Basic Financial Functions. Database Functions. Lookup and Reference Functions. Conditional Formatting with Formulas. Working with Array Formulas. Special Solutions with Formulas. User-defined Functions. Examples. Index.

BERND HELD is the author of more than 40 books and 800 articles and reviews for various publications and a professional consultant specializing in training and customized solutions for a variety of businesses. For the past eight years, Microsoft has recognized him as an MVP (Most Valuable Professional).
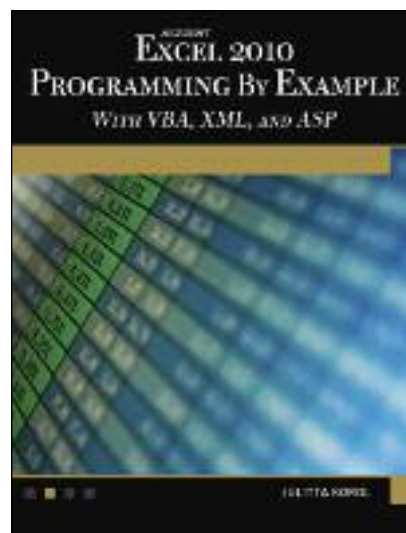
MICROSOFT® EXCEL® 2010 PROGRAMMING BY EXAMPLE WITH VBA, XML, AND ASP

Julitta Korol

This book is suitable for readers already familiar with the Excel user interface and introduces programming concepts via numerous multi-step, practical exercises. More advanced topics are introduced via custom projects. Covers recording and editing a macro and writing VBA code through working with XML documents and using ASP to display data on the Web.

Microsoft Excel 2010 Programming by Example with VBA, XML and ASP is a practical how-to book on Excel programming, suitable for readers already familiar with the Excel user interface. The book introduces programming concepts via numerous multi-step, illustrated, hands-on exercises. More advanced topics are introduced via custom projects. From recording and editing a macro and writing VBA code to working with XML documents and using classic ASP to access and display data on the Web, this book takes you on a programming journey that will change the way you work with Excel.

Completely updated for Excel 2010, this book provides information on performing automatic operations on files, folders, and other Microsoft Office applications. It also covers proper use of event procedures, testing and debugging, and programming advanced Excel features such as PivotTables, PivotCharts, and SmartTags. Thirty chapters loaded with illustrated hands-on projects and exercises that tell you exactly where to enter code, how to debug it, and then run it. Each exercise/project step is clearly explained as it is performed.

MARCH 2011
Paperback with CD-ROM   US $49.95
ISBN: **978-1-936420-03-2**
800 pages   7 x 9
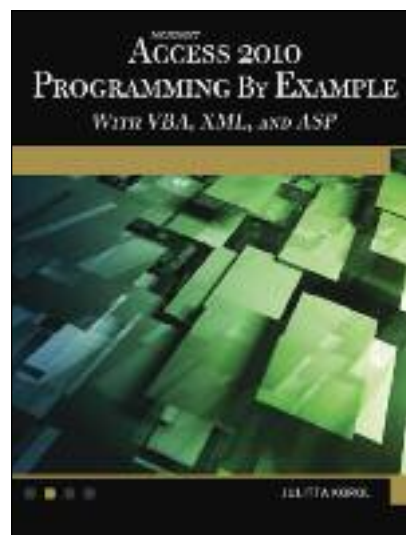Platform WIN/MAC
Computers/ Spreadsheets/ Excel

MICROSOFT® ACCESS® 2010 PROGRAMMING BY EXAMPLE WITH VBA, XML, AND ASP

Julitta Korol

With more than 275 applied examples and 10 projects, Access users can quickly build database solutions with ActiveX Data Objects (ADO), perform database tasks with Jet/Access Structured Query Language (SQL) and export/import Access data to and from XML both manually and programmatically.

The book, which covers the latest release of Access and earlier versions, is divided into five parts: an introduction to VBA programming, manipulating databases with ADO, using DDL, event programming, and using ASP and XML. The text will show you how to write and debug your programming code with the Visual Basic Editor; understand and use common VBA programming structures such as conditions, loops, arrays, and collections; code a "message box" and reprogram characteristics of a database; query and manipulate your database from a Web browser with Active Server Pages (ASP) and many more practical techniques.

JULITTA KOROL is a software consultant who delivers custom-tailored hands-on training and develops advanced database and spreadsheet applications. She has written a dozen computer books including *Microsoft Excel 2010 with VBA, XML and ASP* (Mercury Learning). She lives on Long Island, New York.
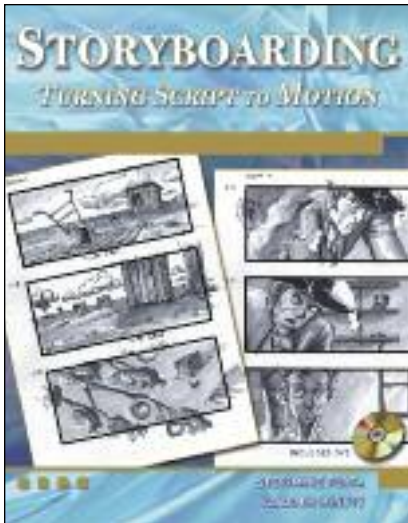
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Paperback with CD-ROM   US $49.95
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Computers/ Spreadsheets/ Excel

STORYBOARDING
Turning Script to Motion

## Stephanie Torta and Vladimir Minuty

This text is designed to demonstrate the process of converting static images to an effective animation of characters and effects. Unlike many of its competitors, it uses the accompanying DVD to show step-by-step video tutorials for developing characters, scenes, etc. through the finished project of the storyboard.

Storyboarding uses the accompanying DVD to show the storyboards in conjunction with a final short film and script. The text and tutorial disc take an in-depth view on the step-by-step process for developing characters, scenes, and camera angles through the full production of a finished project. The book includes numerous techniques for analyzing scripts, provides a comprehensive look at the various types of storyboards, and covers methods used in both film-making and video game storyboards.

Brief Table of Contents: Introduction to Storyboarding. Types of Storyboarding. The Terminology. New Technology and Practices in Storyboarding. The Project Introduction. Analyzing the Script. Drawing the Boards. Production. Conclusion and References. About the Accompanying DVD Project.

STEPHANIE TORTA is an instructor in graphic design at Boston University and Emerson College. She is an accomplished graphic designer and photographer with over fifteen year's experience.

VLADIMIR MINUTY is a filmmaker, and storyboard artist who has worked in the film industry for the past 11 years as an assistant director on feature films, commercials, and music videos as well as working in the locations and art departments.
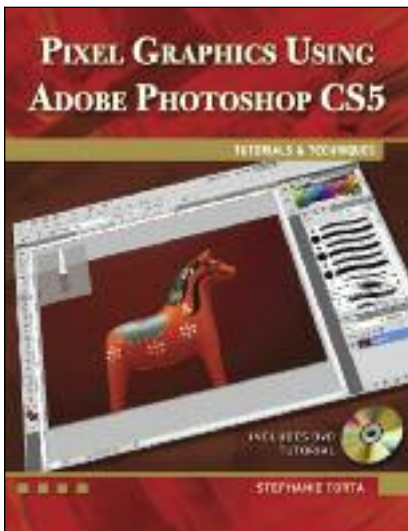
MARCH 2011
Paperback with DVD   US $41.95
ISBN: **978-1-936420-00-1**
350 pages   7 x 9
Film/ Storyboarding

PIXEL GRAPHICS USING ADOBE® PHOTOSHOP® CS5
Tutorials & Techniques

Stephanie Torta

This book has an accompanying DVD that shows step-by-step tutorials in conjunction with in-text projects and also demonstrates characteristics and techniques of Photoshop CS5. The tutorial disc provides the reader with a "how-to" narration, beginning with basic technical skills for using the program, creating images, and editing photographs.

Along with the other two titles in the series (*Vector Graphics Using Adobe Illustrator CS5* and *Digital Layout Using Adobe InDesign CS5*), this book has an accompanying DVD that shows step-by-step tutorials in conjunction with in-text projects and also demonstrates characteristics and techniques of Photoshop CS5. The tutorial disc provides the reader with a "how-to" narration, beginning with basic technical skills for using the program, creating images, and editing photographs; then it progresses to various walkthrough techniques for enhancing or modifying images. Learn to size, fix, and retouch new photos, including red-eye and skin color correction. Master the techniques of restoring faded, damaged, or cracked photos.

Project files, additional tutorials, and lesson plans available to instructors for use as a textbook.

Brief Table of Contents (tentative): 1. Introduction . 2. The Workspace. 3. Opening and Creating New Files. 4. Navigation, Views and, Zooms. 5. History, Guides, and Measurements. 6. Layers. 7. Moving, Duplication, Erasing, and Locking. 8. Rotation, Transformation, and Alignment. 9. Selections. 10. Trimming and Cropping. 11. Masks. 12. Color. 13. Fills and Gradients. 14. Layer Blending. 15. Painting and Drawing. 16. Type. 17. Special Effects. 18. Image Retouching. 19. Layer Adjustments. 20. Filters. 21. Image Creation. 22. Save and File Formats. About the DVD.

MARCH 2011
Paperback with DVD   US $45.95
ISBN: **978-1-936420-07-0**
350 pages   7 x 9
Art/ Graphic Design/ Design Software

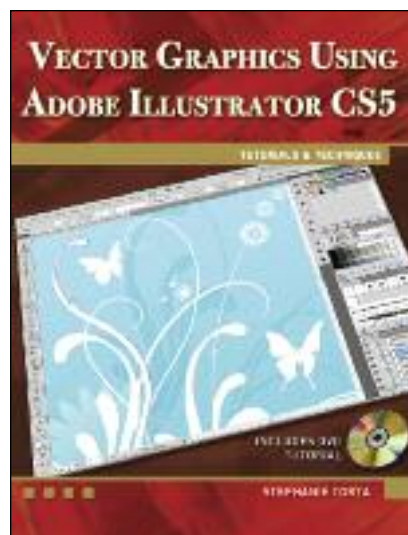# VECTOR GRAPHICS USING ADOBE® ILLUSTRATOR® CS5

Tutorials & Techniques

Stephanie Torta

This book has an accompanying DVD that shows step-by-step tutorials in conjunction with in-text projects and also demonstrates characteristics and techniques of Illustrator CS5. The tutorial disc provides the reader with a "how-to" narration, beginning with basic technical skills for using the program, creating illustrations, signs, logos, brochures, diagrams, graphs, charts, and more.

This affordably priced package shows the reader how to conquer the technical aspects of vector-based illustrations as you watch the tutorials and listen to the concepts as they are presented. Learn typographical terms, airbrushing effects, importing/exporting of various file formats, when to use vector vs. pixel art, characteristics of RGB, CMYK, other color models, and more. Additional project files, tutorials, and lesson plans available to instructors for use as a textbook.

Brief Table of Contents (tentative): Introduction – vector and line art. 1. The workspace. 2. Custom. 3. Creating and opening documents. 4. Drawing and brushes. 5. Strokes and fills. 6. Shapes and objects. 7. Working with paths. 8. Text. 9. Selections. 10. Groups and layers. 11. Color. 12. Transformation and Positioning. 13. Symbols. 14. Live effects. 15. Images. 16. Saving and output. 17. Working with other programs. Conclusion. About the DVD.

MARCH 2011
Paperback with DVD   US $45.95
ISBN: **978-1-936420-06-3**
350 pages   7 x 9
Art/ Graphic Design/ Design Software

DIGITAL LAYOUT USING ADOBE® INDESIGN® CS5

Tutorials & Techniques

Stephanie Torta

This book has an accompanying DVD that shows step-by-step tutorials in conjunction with in-text projects and also demonstrates the numerous characteristics and techniques of InDesign CS5. The tutorial disc provides the reader with a "how-to" narration, beginning with basic technical skills for using the program, creating book layout and design, brochures, business cards, posters, and more.

This affordably priced package shows the reader how to conquer the technical aspects of design theory as you watch the tutorials and listen to the concepts as they are presented. Learn publishing/commercial printers' terms, typesetting styles, fonts, copyfitting, and figure sizing & placement. Additional project files, tutorials, and lesson plans available to instructors for use as a textbook.

Brief Table of Contents (tentative):

1. Workspace. 2. Custom. 3. New Document. 4. The Page. 5. Guides. 6. Navigation. 7. Frame - Selection Tools. 8. Direct Tool - Anchor Points. 9. Pencil - Line Tools. 10. Type Tool. 11. Frame. 12. Color. 13. Text Frame. 14. Text Flow. 15. Multiple Pages. 16. Rotation. 17. Levels - wraps. 18. Images. 19. Effects. 20. Styles. 21. Tables - Tabs. 22. Edit Tools. 23. Save – Prepress. 24. Interactive design with InDesign. About the DVD.
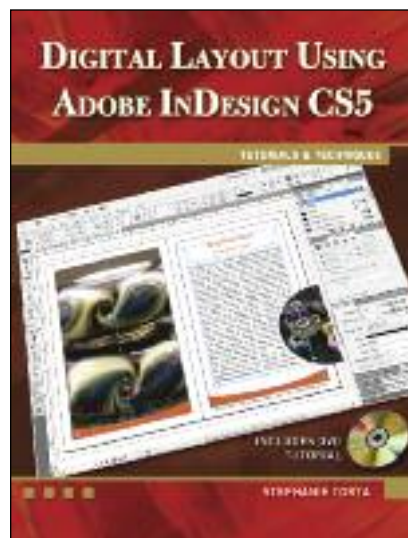
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Paperback with DVD   US $45.95
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350 pages   7 x 9
Art/ Graphic Design/ Design Software

STEPHANIE TORTA is an instructor in graphic design at Boston University and Emerson College. She is an accomplished graphic designer and photographer with over fifteen year's experience.
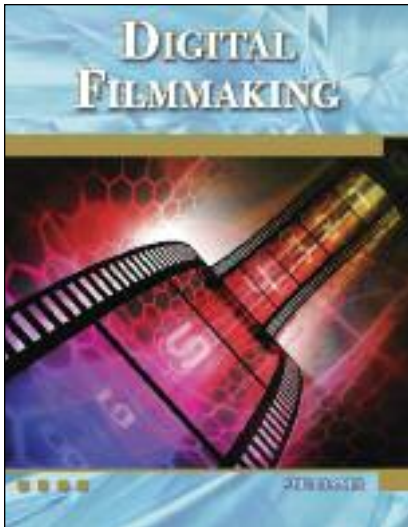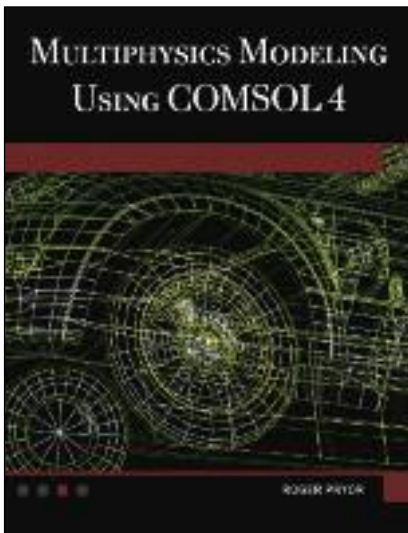
DIGITAL FILMMAKING

An Introduction

Pete Shaner

This first book in the series is designed to introduce the techniques used in digital filmmaking. It is aimed at anyone who has an interest in telling stories with pictures and sound and won't assume any familiarity with equipment or concepts. In addition to the basics of shooting and editing, different story forms will be introduced from documentary and live events through fictional narratives.

Each of the topics will be covered in enough depth to allow someone with a camera and a computer to begin creating visual projects they can be proud of. This book is applicable to all novices or as an introduction to digital filmmaking classes. The book should also be a gateway to the series of books designed to impart greater sophistication in all areas of filmmaking.

Brief TOC: Part I: Planning. Part II: Shooting. Part III: Editing and Post. Part IV: Distributing. Part V: Planning Revisited. Projects.

PETE SHANER, lead author and series editor, is a Film/Video instructor at the UCLA Extension and curriculum developer on the school's recently launched distance-learning project. A motion-picture writer-director, Shaner's credits include several independent features, award-winning short subjects, and narrative films. He has written for the TV series *JAG* and worked as the on-set technical advisor for *A Few Good Men*.

MARCH 2011
Paperback with DVD   US $41.95
ISBN: **978-1-936420-11-7**
300 pages   7 x 9
Film/ Digital Techniques

MULTIPHYSICS MODELING USING COMSOL® V.4

A First Principles Approach

Roger W. Pryor, PhD, COMSOL Certified Consultant

Designed for use by the professional engineer or in a senior level course, *Multiphysics Modeling Using COMSOL v.4* explores a wide range of models in coordinate systems from 1D to 3D and introduces the readers to the numerical analysis techniques employed in the COMSOL Multiphysics® software.

COMSOL Multiphysics® software is the most popular modeling tool for engineers and scientists. With the recent release of v.4.0, it allows the user to create simulated environments for computerized modeling of physical systems and devices.

It focuses on models from the electromagnetic, electronic, optical, thermal physics, and biomedical areas as examples for later applications used in the development of devices and systems. The text includes executable code for each model and related animations on the accompanying DVD.

ROGER PRYOR, a COMSOL Certified Consultant, completed his PhD in physics at Pennsylvania State University. His postgraduate career has included positions in both industrial and academic research, management, and teaching. He has been granted 23 US Patents. In his current position as the VP of Research for Pryor Knowledge Systems, Inc., he advises clients on the solution of both research and production level problems.

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Paperback with DVD   US $99.95
ISBN: **978-1-936420-09-4**
700 pages   7 x 9
Engineering/ Design Software

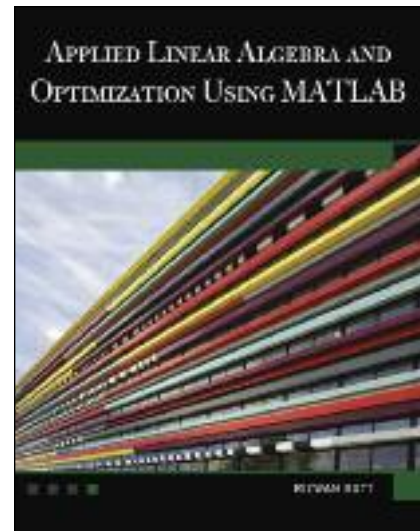# APPLIED LINEAR ALGEBRA AND OPTIMIZATION USING MATLAB

Rizwan Butt, PhD

Designed for engineers, computer scientists, and physicists or for use as a textbook in computational courses, Applied Linear Algebra & Optimization Using MATLAB, provides the reader with numerous applications, m-files, and practical examples to solve problems.

Balancing theoretical concepts with computational speed and accuracy, the book includes numerous short programs in MATLAB that can be used to solve problems involving systems of linear equations, matrices, vectors, computer graphics, and more. The book is accompanied by a CD-ROM with all of the figures, m-files for all of the programs, and MATLAB simulations from industry. Complete solutions and Microsoft PowerPoint slides are available to instructors for use as a textbook.

Brief Table of Contents: 1. Matrices and Linear Systems. 2. Iterative Methods for Linear Systems. 3. The Eigenvalue Problems. 4. Numerical Computation of Eigenvalues. 5. Interpolation and Approximation. 6. Linear Programming. 7. Nonlinear Programming. Appendices. About the CD-ROM.

RIZWAN BUTT holds a PhD from the University of Leeds, and currently he is an associate professor at the King Saud University. He has written approximately 15 articles in prestigious research journals in the US, UK, and Germany, and is the author of *Numerical Analysis Using MATLAB* (Jones & Bartlett Learning).