

Google™



Advanced Custom Search Configuration

Nicholas Weininger
May 27, 2009



Custom Search Engine in brief

A contextual search experience that's right for your audience:

- Pick the "slice of the web" your users care about
 - one site, 1000 sites, subparts of sites...
- Customize ranking and search navigation
- Present results with the look and feel you choose
- Make money by displaying relevant ads

Your Search

obama

Search

Today

Past 7 Days

Past 30 Days

Past 12 Months

All Results

Articles

Multimedia

1-10 of 10,000+ Results



[Times Topics: Barack Obama](#)

News about President Barack Obama, including commentary and archival articles published in The New York Times.

[Obama Won't Bar Inquiry, or Penalty, on Interrogations](#)

President **Obama** left open the door to creating a commission to investigate the Bush administration's use of harsh interrogation techniques.

April 22, 2009 - By SHERYL GAY STOLBERG - U.S. / Politics

[Justice Department Memos](#)

[Obama-Inspired Campaign Falls Short in South Africa - The Lede ...](#)

Last November, just after Mr. **Obama** won the election, the Democratic Alliance revealed "a new logo, a different look," based closely on the **Obama** campaign ...

April 23, 2009 - The Lede



[Obama Urges Passage of Energy Legislation](#)

The president, visiting a wind energy plant in Iowa on Earth Day, called on Congress to pass comprehensive energy legislation, ...

April 23, 2009 - By SHERYL GAY STOLBERG - U.S. / Politics

[With New Law, Obama Calls for More National Service - The Caucus ...](#)

Former President Clinton and Senator Ted Kennedy joined President **Obama** and Vice President Biden for a Doug Mills/The New York Times Former President ...

April 21, 2009 - The Caucus

Example: NY Times Site Search

What we'll cover in this session

- XML format for defining custom search engines
- Options for programmatically creating CSEs
 - Upload/download via RESTful API
 - Linked CSEs for "on the fly" definitions
 - Provisioning CSEs with Google Services for Websites
- Advanced presentation options
 - Pagemaps and Microformats
 - Custom Search Element - AJAX
 - Site Search - Server side XML



Defining a CSE in XML



Components of a CSE definition in XML

- Context defines the "frame" of the search engine
 - Basic settings, look and feel
 - Refinements for faceted search
 - Synonyms
- Annotations define the contents of the search engine
 - Include/exclude sites or parts of sites
 - Boost or demote for custom ranking
- **New!** Promotions define completely custom results

Context in an example CSE

```
<CustomSearchEngine>
<Title>Universities</Title>
<Context>
<Facet>
<FacetItem title="Lectures">
<Label name="lectures" mode="BOOST" weight="0.8">
<Rewrite>lecture OR lectures</Rewrite>
</Label>
</FacetItem>
</Facet>
<BackgroundLabels>
<Label name="_cse_omuauf_lfve" mode="FILTER"/>
<Label name="_cse_exclude_omuauf_lfve" mode="ELIMINATE"/>
</BackgroundLabels>
</Context></CustomSearchEngine>
```


Annotations in an example CSE

```
<Annotations>  
<Annotation about="webcast.berkeley.edu/*" score="1">  
<Label name="university_boost_highest"/>  
<Label name="lectures"/>  
</Annotation>  
  
<Annotation about="www.youtube.com/ucberkeley/*" score="1">  
<Label name="university_boost_highest"/>  
<Label name="videos_boost_mid"/>  
<Label name="lectures"/>  
</Annotation>  
</Annotations>
```

Promotions in an example CSE

```
<Promotions>
  <Promotion id="1"
    queries="wanderer, the wanderer"
    title="Groo the Wanderer"
    url="http://www.groo.com/"
    description="Comedy. American series illustrated by Sergio Aragones."
    http://www.newsfromme.com/images5.groo11.jpg"/>
  <Promotion id="2"
    queries="gaul, the gaul"
    title="The Adventures of Asterix"
    url="http://www.asterix.com"
    description="Comedy. French series illustrated by Albert Uderzo."/>
</Promotions>
```

RESTful URLs for creating CSEs

- Creating a new CSE context
 - http://www.google.com/coop/api/default/cse/<CSE_ID>
- Uploading annotations to your account
 - <http://www.google.com/coop/api/default/annotations/>
 - Note annotations are common across different CSEs
- Uploading Promotions
 - http://www.google.com/coop/api/default/promotions/<CSE_ID>

Advanced features available in XML

- User-defined synonyms
- Configurable boost/demote weights
- Specify top N results
- Bias results by date
- Get all the details from the Custom Search Developer Guide http://code.google.com/apis/customsearch/docs/dev_guide.html



Creating a Linked CSE



Linked CSE features

- Not tied to a Google account, defined by a URL
- Can be created on the fly from other data
 - Example: make Annotations from the links on a page
- Just like the upload/download XML format
- Context and Annotations can be combined or separated
 - Annotation files can be included from context files
- Definition cached by Google, refreshed on demand

Linked CSE example: About.com

- Thousands of different CSEs for different subsites
- Each one tailored to a particular section of website
- Results in XML



About : Student Travel

florida

Travel

Student Travel

Essentials

- [Student Travel 101](#)
- [Student Airfare Finders](#)
- [How to Rush a Passport](#)
- [Spring Break Without a Passport](#)
- [Top Spring Break Hot Spots 2007](#)

Topics

- ▢ [Student Travel Planning](#)
- ▢ [Student Travel Discounts](#)
- ▢ [Educational Student Travel](#)
- ▢ [Student Tour Groups](#)
- ▢ [Travel Safety and Health](#)
- ▢ [Hostels, Accommodations](#)
- ▢ [Spring Break](#)
- ▢ [Phones, Mail and Internet](#)
- ▢ [Travel Money Matters](#)
- ▢ [Travel Gear, Packing](#)
- ▢ [Work Abroad - Jobs Abroad](#)
- ▢ [Student Travel Agencies](#)
- ▢ [Women Travelers Tips](#)
- ▢ [Travel Guides, Phrase Books](#)
- ▢ [Photos, Maps, Blogs](#)

Buyer's Guide

- [Eurail Passes](#)
- [Backpacker Gift Ideas](#)

From About.com

[Florida Day Trips](#)

Many popular destinations are a short distance and make perfect day trips. [goflorida.about.com/od/attractions/ss/daytrips.htm](#)

[Charlie - Florida White French Lop Rabbit Picture](#)

Charlie - Florida White French Lop Rabbit Picture. [exoticpets.about.com/od/rabbits/ig/Pet-----Pictures/Charlie---Florida-Wh](#)

[Florida Vacation Guide - Florida for Visitors Travel Planner ...](#)

Florida for Visitors is your travel planning guide to Florida vacations - attractions, beaches and DISNEY WORLD, including information on Disney World ... [goflorida.about.com/](#)

[Florida Printables - Florida Vocabulary](#)

Florida Printables - Florida Vocabulary. Print the Florida Vocabulary Sheet and fill in the Florida related words. [homeschooling.about.com/od/unitssubjgeog/ss/floridaprint_2.htm](#)

[More results >](#)

Custom Web Results

[Things to Do in Florida - Florida Attractions - TripAdvisor](#)

Florida attractions: Visit TripAdvisor, your source for the web's best unbiased reviews, travel articles and guidebook listings about things to do in ... [www.tripadvisor.com/Attractions-g28930-Activities-Florida.html](#)

[Florida Tourist Attractions](#)

State offbeat attractions, roadtrip sights and virtual vacation highlights. Part of travel book Roadside America's mega-website -- museums, monuments, ... [www.roadsideamerica.com/map/fl.html](#)

[Everglades National Park - Everglades National Park \(U.S. National ...](#)

Sunset over Snake Bight in Florida Bay. Exploring Park Waters. The open waters of Florida Bay and the Ten Thousand Islands represent roughly one-third of ... [www.nps.gov/ever/](#)

[The Official Tourism Council Web Site for the Florida Keys! Key ...](#)

The Official Florida Keys and Key West Web Site is your Premier Travel Guide to the Florida Keys: Key Largo, Islamorada, Marathon, Lower Keys, Key West. [www.fla-keys.com/](#)

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Travel Reservations
Powered by **KAYAK**

[Flights](#) | [Hotels](#) | [Cars](#)

City

Check-in
Mar 17 07

Check-out
Mar 18 07

Rooms
1

[Search](#)

About.com search example

Linked CSE example: Blogger Gadget

- A dynamic CSE for searching your blog (and more) [\(XML\)](#)
- Results are inline to the blog and inherit blog look and feel
- Results using AJAX API

Blogger gadget example: XML source

```
<GoogleCustomizations>
<Include href="http://www.google.com/cse/tools/makeannotations?url=http%3A%2F%2Fwww.skrishnasbooks.com%2Ffeeds%
2Fposts%2Fdefault%3Fstart-index%3D1%26max-results%3D500&amp;label=blog_world&amp;pattern=exact&amp;
type=Annotations" type="Annotations"/>
<Include href="http://www.google.com/cse/tools/makeannotations?url=http%3A%2F%2Fwww.skrishnasbooks.com%2Ffeeds%
2Fposts%2Fdefault%3Fstart-index%3D501%26max-results%3D500&amp;label=blog_world&amp;pattern=exact&amp;
type=Annotations" type="Annotations"/>
<Annotations>
<Annotation about="burtonreview.blogspot.com/*">
<Label name="bloglist1"/><Label name="blog_world"/></Annotation>...</Annotations><CustomSearchEngine version="1.0"
language="en"><Title>S. Krishna's Books</Title><Context><Facet><FacetItem title="My Blog List"><Label name="bloglist1"
mode="FILTER"/></FacetItem></Facet><BackgroundLabels><Label name="blog_world" mode="FILTER"/><Label name="
blog_homepage" mode="ELIMINATE"/></BackgroundLabels></Context>
</CustomSearchEngine>
</GoogleCustomizations>
```

S. Krishna's Books

Reviews, Giveaways, and Random Musings



Home

Book Reviews

Challenges

2008 Books

2009 Books

Giveaways

About Me

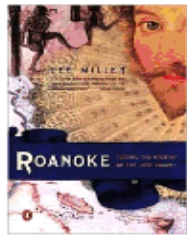
WELCOME!

Welcome to my blog, where I will discuss books that I am reading/have read or am interested in! Please feel free to participate in the discussion or send me your thoughts by leaving a comment!

If you are interested in having me review a book or using one of my reviews, please look at my [review policy](#) and feel free to e-mail me!

[Follow me on Twitter](#)

CURRENTLY READING



This Blog [Linked From Here](#) [My Blog List](#)

[S. Krishna's Books: Laura Rider's Masterpiece – Jane Hamilton](#)

7 hours ago

Laura Rider's Masterpiece is a very well-written novel. It seems to be an exploration of how authors write and how they create characters. I liked pondering the writing process as well as thinking about how writers got their ideas and ...

<http://www.skrishnasbooks.com/>

[S. Krishna's Books: New Author Challenge 2009](#)

Mar 31, 2009

Laura Rider's Masterpiece – Jane Hamilton 74. **The Empty Mirror** – J. Sydney Jones 75. **Caravaggio's Angel** – Ruth Brandon 76. **The Beach Street Knitting Society and Yarn Club** – Gil Mcneil. So, since I've already read 76 books by new authors ...

<http://www.skrishnasbooks.com/>

[S. Krishna's Books: Sunday Salon](#)

Mar 29, 2009

Laura Rider's Masterpiece – Jane Hamilton. **The Geometry of Sisters** – Luanne Rice. **The Empty Mirror** – J. Sydney Jones. **When You are Engulfed in Flames** – David Sedaris. **Caravaggio's Angel** – Ruth Brandon. **Girls in Pants: The Third Summer** ...

<http://www.skrishnasbooks.com/>

1 [More results >](#)

TUESDAY, APRIL 21, 2009

Laura Rider's Masterpiece – Jane Hamilton

Laura Rider's Masterpiece

Title: **Laura Rider's Masterpiece**

Author: Jane Hamilton

ISBN: 9780446538954

BOOK GIVEAWAYS

Current giveaway:



I'm giving away 3 copies of **Admission** by Jean Hanff Korelitz. Contest ends April 19. [[review](#)][[entry page](#)]

Previous giveaway:



Congratulations to the 5 winners of my **Girls in Trucks**

Blogger gadget example: search in context



CSE Provisioning API



Google Services for Websites

- Google Apps accounts automatically created
- Provision CSE via [API](#) on behalf of your customers
- Sitemaps submitted to Webmaster Tools used by CSE



[Return to Control Panel](#)



[Google Services for Websites](#)

Welcome to Google Services for Websites! To make it easier for you to manage and promote your Web site, we've integrated access to these powerful tools into your control panel.

testjessica's Tools



[Webmaster Tools](#)



[Site Search](#)



Webmaster Tools

Improve traffic and increase visibility on Google with this free tool. Get Google's view of your site, diagnose problems and share info with Google to help improve your site's visibility in Google results.

[Manage this product](#)



Site Search

With Google Site Search, you can put a Google search box on your Web site and enable prospective visitors and customers to find information instantly.

[Manage this product](#)



AdWords

Reach customers when they're searching online for the products and services you offer—through Google's Sponsored Links. Get started with \$30 or more of free advertising.

[Add this product](#)

[Learn More >>](#)



AdSense for Search

Improve your users' online experience, generate a new revenue stream and better understand your visitors' needs by placing an AdSense for Search box on your site.

[Coming Soon ...](#)

Services for Websites example: FatCow





Advanced presentation options



Metadata - Pagemaps and Microformats

- Allows further customization and rich snippets
- Several formats recognized:
 - Pagemaps
 - Microformats
 - RDFa (coming soon)
- Google indexes structured metadata in these formats; you can retrieve it in XML or, soon, AJAX results for your CSE

Metadata: how it looks in XML results

```
- <PageMap>
  - <DataObject type="">
    <Attribute name="publish status">published</Attribute>
    <Attribute name="item source">none</Attribute>
    <Attribute name="item destination">restricted</Attribute>
    <Attribute name="customer id">1553907</Attribute>
    <Attribute name="encoded tag facet">Author</Attribute>
    <Attribute name="encoded tag facet">interview</Attribute>
    <Attribute name="tag facet">Sean Hannity</Attribute>
    <Attribute name="id">Video:81003</Attribute>
    <Attribute name="tag facet">Bill O'Reilly</Attribute>
    <Attribute name="encoded tag facet">On+Notice%2FDead+to+Me</Attribute>
  - <Attribute name="keywords t">
    Stephen Colbert, papa bear, Bill O'Reilly, On Notice/Dead to Me, immigration, jon stewart, interview,
    shut up, English, ID, identification, reasonable suspicion, inspector clouseau, rumble, peers, respect, ag
    gun, head, New York Times, culture warrior, barnes and noble, sticker, moon, slicker, Grand Canyon,
    evil, facts, opinion, activist judges, illegal immigrants, gay marriage, NBC news, potato, passport, Hugc
    Francisco, job, mayor, Pelosi, sign, autograph, parking space, fight, Irish, cliché, butt, effete, act
  </Attribute>
  <Attribute name="season s">season_3</Attribute>
  <Attribute name="contact name">Guillaume Lehoux</Attribute>
- <Attribute name="image_src">
  http://www.comedycentral.com/sitewide/droplets/img_rez.jhtml?image=/images/shows/colbert_report/
</Attribute>
  <Attribute name="episode cmsid s">180685</Attribute>
  <Attribute name="encoded tag facet">Immigration</Attribute>
  <Attribute name="content type s">Video</Attribute>
  <Attribute name="pk i">81003</Attribute>
  <Attribute name="episode guestname t">Bill O'Reilly</Attribute>
  <Attribute name="customer cbg status">empty</Attribute>
  <Attribute name="encoded tag facet">Papa+Bear</Attribute>
  <Attribute name="expiration date">2038-01-19T03:14:07Z</Attribute>
```

Custom Search Element - AJAX

- Allows full UI styling with CSS on the client side
- Custom Search element tailored to special CSE features
 - Refinements
 - Promotions
- Now available with AdSense ads
- Configure a Custom Search element <http://www.google.com/webelements/customsearch/>

[Macworld Search](#) [Forums](#) [Hints](#) [Blogs](#) [Opinion](#) [News](#) [iPod](#) [iPhone](#) [Features](#)**Local Employment Hiring**

Ads by Google

[jobs.CareerArrow.us/employment](#) Positions open in your area. Hiring immediately. Apply here.**Bad Job? Go to School Now**[TheEducationEdge.com](#) Earn a Bachelors Degree online in your spare time. Financial Aid tool**Steve Jobs still involved in Apple's operations, as promised | Mac ...**

Steve Jobs has been on a leave of absence since January, but reports say he remains involved in Apple's operation.

[www.macworld.com](#)**Steve Jobs stays grounded during absence | Mac | MacUser | Macworld**

While we don't know exactly what Apple CEO Steve Jobs has been up to during his leave of absence, we can tell you one thing he hasn't been doing: traveling.

[www.macworld.com](#)**Apple announces its last year at Macworld Expo, no Jobs keynote ...**

Macworld Expo 2009 will be Apple's last, according to a statement released by the company on Tuesday. Apple also said that

Steve Jobs would not deliver the ...

[www.macworld.com](#)**Book Review: Inside Steve's Brain | Mac | Macworld**

Kahney's the right person for the job, too: He has an extensive history covering Apple and Steve Jobs since the early 1990's, has written two previous books ...

[www.macworld.com](#)**Steve Jobs holds court | iPhone | Mac Word | Macworld**

Apple's CEO made a rare appearance on the company's quarterly conference call, fielding questions about the economy, the iPhone, and Apple's future.

[www.macworld.com](#)**Steve Jobs to keynote WWDC | Mac | Macworld**

Steve Jobs will once again keynote Apple's Worldwide Developers Conference, giving developers a look into the future of application development.

[www.macworld.com](#)**Analysis: How Jobs' profile impacts Apple | Mac | Macworld**

Lots of corporations make product announcements, for example, but few can count on the blanket coverage that a Steve Jobs' keynote will generate. ...

[www.macworld.com](#)**Apple, Steve Jobs face securities fraud lawsuit | Business Center ...**

Apple, several board members and CEO Steve Jobs face a new class action lawsuit over the backdating of stock options in 2006.

[www.macworld.com](#)[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [More results >](#)

Ads by Google

Phone Developers Wanted

Phone Developer **Jobs**. Set a Rate, Apply to **Jobs**. Guaranteed Payment. [www.oDesk.com](#)

Careers

Search 45,000 **Jobs** that Pay Over \$100,000. Start Searching Now. [www.TheLadders.com/Careers](#)

Apple Os X

Find Bargain Prices

On Apple Os X.

[BizRate.com](#)**Unemployment Grants Here**

\$30,000 in Unemployment Grants. Billions Available. Never Repay!

[UnEmployment-Grants.com](#)

AJAX search element example: Mac search

Google I/O

Introducing The Most Awesomest Web Elements

Custom Search Results

ShopNBC - Official Site

www.ShopNBC.com Great Prices on Quality Items. Purchase Now - ShopNBC.

Ads by Google

Find Robot Competitions

www.RobotEvents.com Complete Robotics Event Listings and Registration Information

Android 1.5 Now Available



The latest version of the Android platform brings new features, improvements, and enhancements to Android-powered phones.

www.android.com

Official Google Blog: Where's my Gphone?

Nov 5, 2007 ... However, we think what we are announcing -- the Open Handset Alliance and **Android** -- is more significant and ambitious than a single phone. ...

googleblog.blogspot.com/2007/11/wheres-my-gphone.html

Google I/O - Mastering the Android Media Framework

Some monks might take a vow of silence, but **Android** certainly hasn't. Attend this session, and help your app find its voice. **Android** engineer David Sparks ...

code.google.com/events/io/sessions/MasteringAndroidMediaFramework.html

Official Google Blog: The first Android-powered phone

Sep 23, 2008 ... Today, T-Mobile announced the world's first **Android**-powered phone. This marks an important milestone in the young history of **Android**. ...

googleblog.blogspot.com/2008/09/first-android-powered-phone.html

Google I/O - Sessions

Google I/O offers 80+ sessions that present highly technical content on **Android**, Chrome, App Engine, Google Web Toolkit, AJAX and many more. ...

code.google.com/events/io/sessions.html

Official Google Blog: Calling all developers: \$10M Android challenge

Nov 12, 2007 ... Today, the team is releasing an early look at the **Android** SDK for developers interested in building applications for **Android**. ...

googleblog.blogspot.com/2007/11/calling-all-developers-10m-android.html

Google I/O - Android Lightning Talks

If you've done a cool hack involving **Android**, if you've devised a clever technique for a common problem, or even if you just want to get up on your soapbox ...

android Search

Entries (RSS) Comments (RSS)

Google I/O (4)

Global conversation - [Learn more](#)

[Settings](#) | [Invite](#) | [Sign out](#)

- Post a global comment! -

Post [Add a video](#)

- Web Elements**
[derek](#) 5/26 [P](#) [Reply](#)
- Hello, Google I/O!**
[DeWitt](#) 5/26 [P](#) [Reply](#)
- Enjoying these Web Elements**
[Mussie](#) 5/22 [P](#) [Reply](#)
- I am really looking forward to Google I/O!!!**
[Sami Shalabi](#) 5/22 [P](#) [Reply](#)

[Translate >](#)

[Embed this](#) Google Web Elements

Google I/O
747 Howard St
San Francisco, CA
Get directions: [To here](#) - [From here](#)

AJAX search element example: I/O search

Google Site Search - XML results

- Configure custom rendering on the server side
- Mashup XML results with other search results/content
- Ads are optional
- Prices start at \$100/year

➤ **Search Results**

diabetes coverage

SEARCH

[To find the best health insurance plan for you, start by getting a free quote.](#)



eHealthInsurance works with a variety of health insurance companies to provide you with affordable health insurance plans. Learn more about eHealthInsurance and our services here.

<http://www.ehealthinsurance.com/ehi/health-insurance.ds>

Narrow search results for '**diabetes coverage**':

[Help Center](#)

[Health Insurance Companies](#)

[Insurance by State](#)

[Health Insurance Plans](#)

[KPS Health Plans Sound Harbor Elite Washington Health Insurance ...](#)

Prescription Drug **Coverage**. Generic Prescription Drugs; \$10 copay, deductible waived. \$2000 maximum benefit per Enrollee per year, except for **diabetes** ...

<http://www.ehealthinsurance.com/ehi/PlanBenefitDetails.ds?cid=98103300&pid=93&eh.fromPage> ...

[Blue Cross and Blue Shield of Minnesota Health Insurance](#)

Coverage Area: Minnesota -- with national **coverage** for members who travel or who ... in helping patients manage **diabetes** and helping smokers try to quit. ...

<https://www.ehealthinsurance.com/ehi/insurance-carrier/Blue-Cross-and-Blue-Shield-of-Minnesota> ...

[Kaiser Permanente CO Health Insurance](#)

Kaiser Permanente offers individual and family **coverage** for individuals who from **diabetes** to the relationship of light alcohol use and heart disease, ...

<http://www.ehealthinsurance.com/ehi/insurance-carrier/Kaiser-Permanente.html?car>

Google Site Search example: eHealthInsurance

CSE presentation options: summary

	Basic configuration in wizard UI	Automatic inclusion of AdSense ads	Full client-side configuration	Full server-side configuration
Standard HTML	✓	✓		
Custom Search Element		✓	✓	
XML with Google Site Search				✓

Custom Search - Welcome Adobe!



Your account | | Contact | United States (Change)

Home Solutions Products Support Communities Company Downloads Store

Search Adobe.com...

Home / Search Community Help

antialiasing

Results from Adobe.com | Community Help BETA (What is this?)

Show only Adobe Help and Support results for **antialiasing**

phong- [Anti-Aliasing Tutorial]
Use these techniques when you've drawn an un-antialiased mask and you want it to be smooth. Here is an example of what this tutorial can do for you: ...
<http://www.phong.com/tutorials/anti-alias/> - 6k

Anti-Aliasing and Font Smoothing
Anti-aliasing or ... Anti-aliasing or "font smoothing" is a process to make your images look smooth ... **Antialiasing**, Transparency, and the World Wide Web ...
<http://webdesign.about.com/cs/antialiasing/> - 17k

Understanding Digital Image Interpolation
Anti-aliasing is a process which attempts to minimize the appearance of aliased ... **Anti-aliasing** removes these jaggies and gives the appearance of smoother ...
<http://www.cambridgeincolour.com/tutorials/image-interpolation.htm> - 21k

How do I turn anti-aliasing on or off?
TechNote. How do I turn **anti-aliasing** on or off? Issue. How do I turn **anti-aliasing** on or off for text or other objects? ...
http://kb.adobe.com/selfservice/viewContent.do?externalId=tn_13279-31k

All Products

Search across all products >

- Acrobat
- AE After Effects
- Dw Dreamweaver
- Fl Flash
- Fx Flex
- Id InDesign
- Pt Photoshop

View all products >

Powered by Google

Give us feedback

of about 108,000



Adobe Community Help **Mark Nichoson**



The goal: Integrating content & community silos



Adobe.com

- Help
- Search
- Knowledgebase
- Forums
- Dev Center
- Design Center
- Exchange

External web

- Blogs
- Articles
- Tutorials
- Podcasts
- Forums
- Plug-ins

Google Site Search

Hosted Solution

- Software-as-a-service
- No hardware or software locally
- Setup in minutes



Powered by Google.com

- Google.com relevancy
- Sub-second response time
- Scale to any number of web pages or queries
- Continuous improvements by Google engineers

Customizable look and feel

- Upload company logo and specify colors during setup
- XML API for further customization

Ad-Optional

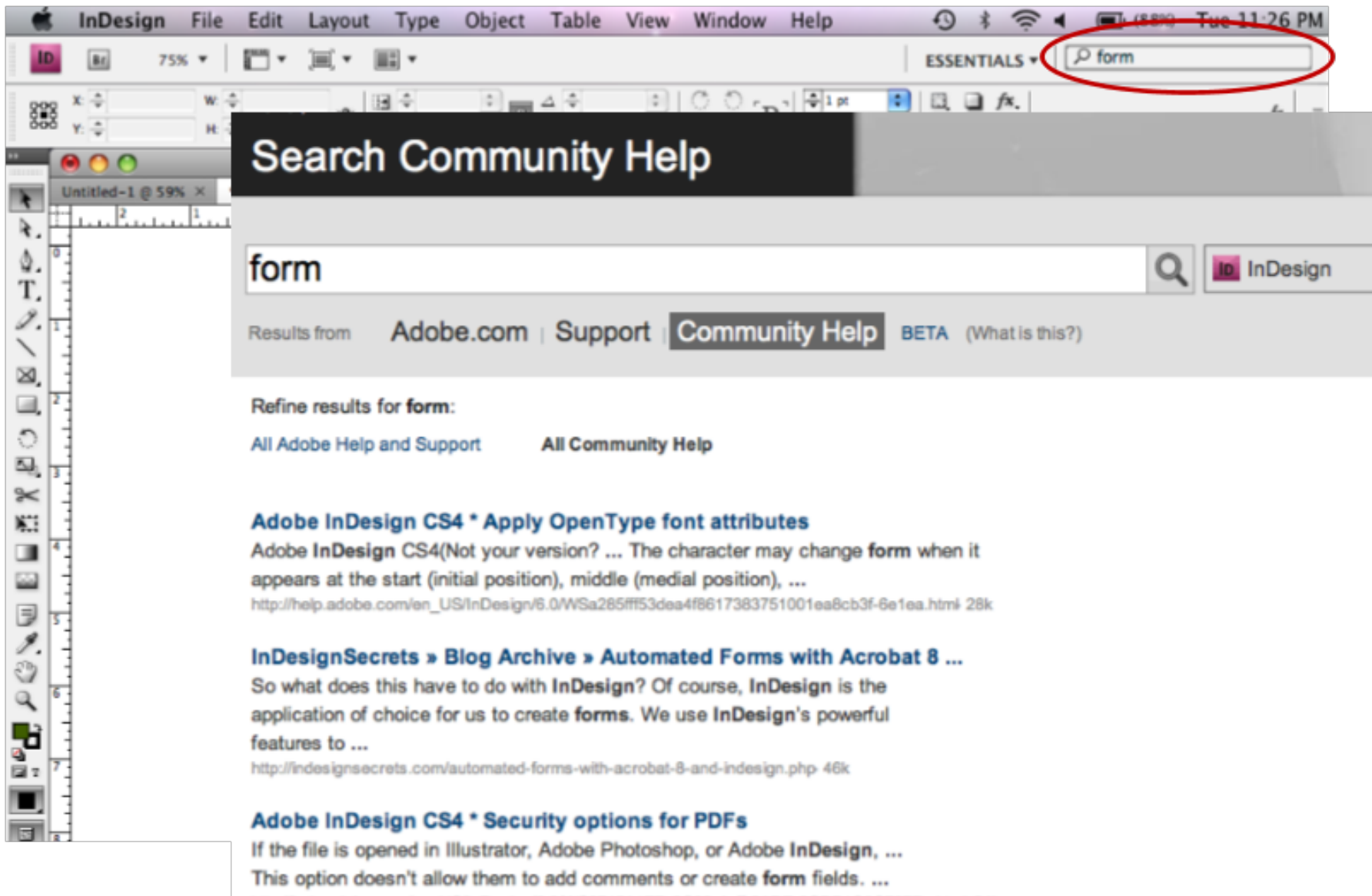
- All ads are turned off
- Fully integrated into customer's website

Enhanced Index Coverage

- Site owners can submit sitemap
- Google will create special index for customer
- Will provide end users with more search results

Adobe Community Help

Includes content from entire Adobe community



The screenshot shows the Adobe InDesign interface with a search bar in the top right corner containing the text "form". A red circle highlights this search bar. Below the search bar, a "Search Community Help" overlay is visible. The overlay has a search bar with "form" entered and a magnifying glass icon. Below the search bar, it says "Results from Adobe.com | Support | **Community Help** BETA (What is this?)". Underneath, there are three search results:

- Refine results for form:**
 - [All Adobe Help and Support](#)
 - [All Community Help](#)
- Adobe InDesign CS4 * Apply OpenType font attributes**

Adobe InDesign CS4(Not your version? ... The character may change **form** when it appears at the start (initial position), middle (medial position), ...

http://help.adobe.com/en_US/InDesign/6.0/WSa285ff53dea4fb617383751001ea8cb3f-6e1ea.html 28k
- InDesignSecrets » Blog Archive » Automated Forms with Acrobat 8 ...**

So what does this have to do with InDesign? Of course, InDesign is the application of choice for us to create **forms**. We use InDesign's powerful features to ...

<http://indesignsecrets.com/automated-forms-with-acrobat-8-and-indesign.php> 46k
- Adobe InDesign CS4 * Security options for PDFs**

If the file is opened in Illustrator, Adobe Photoshop, or Adobe InDesign, ...

This option doesn't allow them to add comments or create **form** fields. ...

Adobe Community Help

- Adobe Community Help
 - Community search
 - Community contributions and expert moderation
- Unified search
 - Over 2,400 community URLs indexed shoulder-to-shoulder with Adobe content
 - Allows Adobe to be part of the community itself
 - XML integration allows for consistent user experience
- Currently enabled for:
 - All Creative Suite 4 Products, and Lightroom
 - Flex, AIR, and ColdFusion
 - Framemaker, Robohelp, Captivate



Adobe Blueprint Joel Brandt



Programmers use the Web.

Programmers use the Web. A lot.

Programmers use the Web. A lot.

In a recent study, over **33%** of code was taken from the Web.

Programmers use the Web. A lot.

In a recent study, over **33%** of code was taken from the Web.

But today's programming tools don't know anything about this!

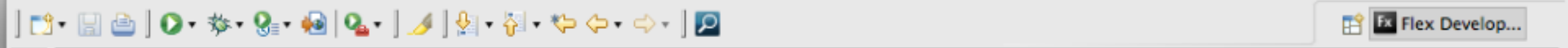
Idea: Leverage Google Custom Search to Bring Search Inside the Development Environment



Weather.mxml

Source Design

```
1 <?xml version="1.0" encoding="utf-8"?>
2 <mx:WindowedApplication xmlns:mx="http://www.adobe.com/2006/mxml" layout="absolute">
3   <mx:Script>
4     <![CDATA[
5       import mx.collections.ArrayCollection;
6       [Bindable]
7       public var aTemps:ArrayCollection = new ArrayCollection([
8         {Month:"Jan", AvgLow:42, AvgHigh:59, RecordLow:24, RecordHigh:79},
9         {Month:"Feb", AvgLow:45, AvgHigh:63, RecordLow:26, RecordHigh:81},
10        {Month:"Mar", AvgLow:46, AvgHigh:67, RecordLow:30, RecordHigh:87},
11        {Month:"Apr", AvgLow:48, AvgHigh:72, RecordLow:35, RecordHigh:95},
12        {Month:"May", AvgLow:52, AvgHigh:77, RecordLow:37, RecordHigh:101},
13        {Month:"Jun", AvgLow:55, AvgHigh:82, RecordLow:42, RecordHigh:109},
14        {Month:"Jul", AvgLow:58, AvgHigh:84, RecordLow:47, RecordHigh:108},
15        {Month:"Aug", AvgLow:58, AvgHigh:84, RecordLow:47, RecordHigh:105},
16        {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},
17        {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},
18        {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},
19        {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}
20      ]];
21    ]>
22  </mx:Script>
23
24  <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26
27
28  </mx:Panel>
29
30 </mx:WindowedApplication>
31
32
33
34
35
36
37
38
39
```

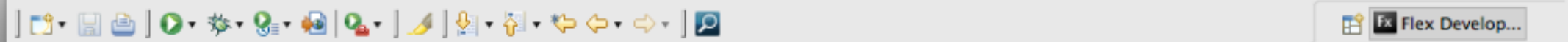


Weather.mxml

Source Design

```
15         {Month:"Aug", AvgLow:58, AvgHigh:84, RecordLow:47, RecordHigh:105},
16         {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},
17         {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},
18         {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},
19         {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}
20     });
21 }
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
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27
28 </mx:Panel>
29
30 </mx:WindowedApplication>
31
32
33
34
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36
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38
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41
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```



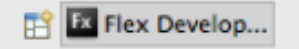
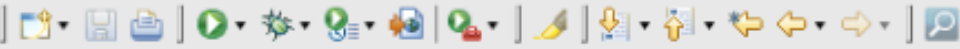


Weather.mxml

Source Design

```
20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26 |
27
28 </mx:Panel>
29
30 </mx:WindowedApplication>
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```





Weather.mxml

Source Design

```
20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26
27
28 </mx:
29
30 </mx:WindowedApplication>
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```

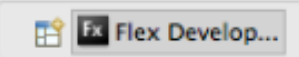
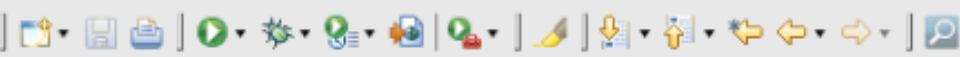


Weather.mxml

Source Design

```
20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26
27     barchart
28 </mx:
29
30 </mx:WindowedApplication>
31
32
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42
43
44
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```





Weather.mxml

Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26

```

barchart

barchart back next Dock this query

mx.charts.BarChart (Flex 3.3)

<http://livedocs.adobe.com/flex/3/langref/mx/charts/BarChart.html>

Column_BarChartExample.mxml

```

38 <?xml version="1.0"?>
39 <!-- Simple example to demonstrate the ColumnChart and BarChart controls. -->
40 <mx:Application xmlns:mx="http://www.adobe.com/2006/mxml">
41     <mx:Script>
42         <![CDATA[
43             import mx.collections.ArrayCollection;
44
45             [Bindable]
46             private var medalsAC:ArrayCollection = new ArrayCollection( [
47                 { Country: "USA", Gold: 35, Silver:39, Bronze: 29 },
48                 { Country: "China", Gold: 32, Silver:17, Bronze: 14 },
49                 { Country: "Russia", Gold: 27, Silver:27, Bronze: 38 } ]]);
50         ]]>
51     </mx:Script>
52
53     <!-- Define custom colors for use as fills. -->
54     <mx:SolidColor id="sc1" color="yellow" alpha=".8"/>
55     <mx:SolidColor id="sc2" color="0xCCCCCC" alpha=".6"/>
56     <mx:SolidColor id="sc3" color="0xFFCC66" alpha=".6"/>

```

Weather.mxml

Source Design

```
20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
```

barchart

barchart

back next Dock this query

```
31 </mx:Win
32
33
34 <!-- Define custom colors for use as fills. -->
35 <mx:SolidColor id="sc1" color="yellow" alpha=".8"/>
36 <mx:SolidColor id="sc2" color="0xCCCCCC" alpha=".6"/>
37 <mx:SolidColor id="sc3" color="0xFFCC66" alpha=".6"/>
38
39 <!-- Define custom Strokes for the columns. -->
40 <mx:Stroke id="s1" color="yellow" weight="2"/>
41 <mx:Stroke id="s2" color="0xCCCCCC" weight="2"/>
42 <mx:Stroke id="s3" color="0xFFCC66" weight="2"/>
43
44 <mx:Panel title="ColumnChart and BarChart Controls Example"
45 height="100%" width="100%" layout="horizontal">
46 <mx:ColumnChart id="column"
47 height="100%"
48 width="45%"
49 paddingLeft="5"
50 paddingRight="5"
51 showDataTips="true"
52 dataProvider="{medalsAC}"
53
54 >
55 <mx:horizontalAxis>
56 <mx:CategoryAxis categoryField="Country"/>
57 </mx:horizontalAxis>
58
```

Weather.mxml

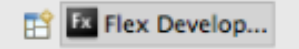
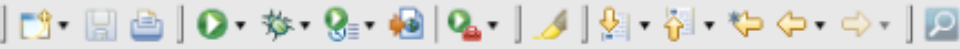
Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
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```





Weather.mxml

Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26
27

```



barchart

back next Dock this query

mx.charts.BarChart (Flex 3.3)

<http://livedocs.adobe.com/flex/3/langref/mx/charts/BarChart.html>

Column_BarChartExample.mxml

```

38 <?xml version="1.0"?>
39 <!-- Simple example to demonstrate the ColumnChart and BarChart controls. -->
40 <mx:Application xmlns:mx="http://www.adobe.com/2006/mxml">
41     <mx:Script>
42         <![CDATA[
43             import mx.collections.ArrayCollection;
44
45             [Bindable]
46             private var medalsAC:ArrayCollection = new ArrayCollection( [
47                 { Country: "USA", Gold: 35, Silver:39, Bronze: 29 },
48                 { Country: "China", Gold: 32, Silver:17, Bronze: 14 },
49                 { Country: "Russia", Gold: 27, Silver:27, Bronze: 38 } ]]);
50         ]]>
51     </mx:Script>
52
53     <!-- Define custom colors for use as fills. -->
54     <mx:SolidColor id="sc1" color="yellow" alpha=".8"/>
55     <mx:SolidColor id="sc2" color="0xCCCCCC" alpha=".6"/>
56     <mx:SolidColor id="sc3" color="0xFFCC66" alpha=".6"/>
57
58

```



Weather.mxml

Source Design

```
20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26
27     linechart
28 </mx:
29
30 </mx:WindowedApplication>
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```

Weather.mxml

Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26

```

linechart

linechart back next Dock this query

mx.charts.LineChart (Flex 3.3)
<http://livedocs.adobe.com/flex/3/langref/mx/charts/LineChart.html>

Line_AreaChartExample.mxml

```

<?xml version="1.0"?>
<!-- Simple example to demonstrate the LineChart and AreaChart controls. -->
<mx:Application xmlns:mx="http://www.adobe.com/2006/mxml">
  <mx:Script>
    <![CDATA[
      import mx.collections.ArrayCollection;

      [Bindable]
      private var expensesAC:ArrayCollection = new ArrayCollection( [
        { Month: "Jan", Profit: 2000, Expenses: 1500, Amount: 450 },
        { Month: "Feb", Profit: 1000, Expenses: 200, Amount: 600 },
        { Month: "Mar", Profit: 1500, Expenses: 500, Amount: 300 },
        { Month: "Apr", Profit: 1800, Expenses: 1200, Amount: 900 },
        { Month: "May", Profit: 2400, Expenses: 575, Amount: 500 } ]]);
    ]]>
  </mx:Script>

```

linechart flex label

Weather.mxml

Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in

```

linechart

linechart

back next Dock this query

```

<mx:SolidColor id="sc3" color="green" alpha=".3"/>

<!-- Define custom Strokes. -->
<mx:Stroke id = "s1" color="blue" weight="2"/>
<mx:Stroke id = "s2" color="red" weight="2"/>
<mx:Stroke id = "s3" color="green" weight="2"/>

<mx:Panel title="LineChart and AreaChart Controls Example"
  height="100%" width="100%" layout="horizontal">

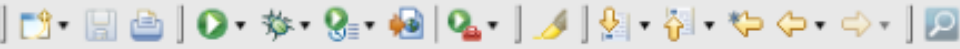
  <mx:LineChart id="linechart" height="100%" width="45%"
    paddingLeft="5" paddingRight="5"
    showDataTips="true" dataProvider="{expensesAC}">

    <mx:horizontalAxis>
      <mx:CategoryAxis categoryField="Month"/>
    </mx:horizontalAxis>

    <mx:series>
      <mx:LineSeries yField="Profit" form="curve" displayName="Profit" lineStroke="{s1}">
      <mx:LineSeries yField="Expenses" form="curve" displayName="Expenses" lineStroke="{s2}">
      <mx:LineSeries yField="Amount" form="curve" displayName="Amount" lineStroke="{s3}">
    </mx:series>
  </mx:LineChart>

```

linechart flex label



Weather.mxml

Source Design

```

20     });
21     ]]>
22     </mx:Script>
23
24     <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26

```

linechart

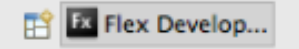
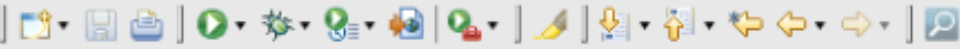
linechart

back next Dock this query

</mx:Application>

LineChart and AreaChart Controls Example

linechart flex label



Weather.mxml

Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in

```

linechart

linechart

back next Dock this query

```

]]>
</mx:Script>

<!-- Define custom colors for use as fills in the AreaChart control. -->
<mx:SolidColor id="sc1" color="blue" alpha=".3"/>
<mx:SolidColor id="sc2" color="red" alpha=".3"/>
<mx:SolidColor id="sc3" color="green" alpha=".3"/>

<!-- Define custom Strokes. -->
<mx:Stroke id = "s1" color="blue" weight="2"/>
<mx:Stroke id = "s2" color="red" weight="2"/>
<mx:Stroke id = "s3" color="green" weight="2"/>

<mx:Panel title="LineChart and AreaChart Controls Example"
height="100%" width="100%" layout="horizontal">

  <mx:LineChart id="linechart" height="100%" width="45%"
paddingLeft="5" paddingRight="5"
showDataTips="true" dataProvider="{expensesAC}">

    <mx:horizontalAxis>
      <mx:CategoryAxis categoryField="Month"/>
    </mx:horizontalAxis>

    <mx:series>

```

linechart flex label

Weather.mxml

Source Design

```

20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in

```

linechart

```

linechart
back next Dock this query x
<mx:LineSeries yField="Expenses" form="curve" displayName="Expenses" lineStroke={
<mx:LineSeries yField="Amount" form="curve" displayName="Amount" lineStroke={
</mx:series>
</mx:LineChart>

<mx:Legend dataProvider="{linechart}"/>

<mx:AreaChart id="Areachart" height="100%" width="45%"
paddingLeft="5" paddingRight="5"
showDataTips="true" dataProvider="{expensesAC}">

<mx:horizontalAxis>
<mx:CategoryAxis categoryField="Month"/>
</mx:horizontalAxis>

<mx:series>
<mx:AreaSeries yField="Profit" form="curve" displayName="Profit" areaStroke={
<mx:AreaSeries yField="Expenses" form="curve" displayName="Expenses" areaStroke={
<mx:AreaSeries yField="Amount" form="curve" displayName="Amount" areaStroke={
</mx:series>
</mx:AreaChart>

<mx:Legend dataProvider="{Areachart}"/>

</mx:Panel>
linechart flex label

```



*Weather.mxml

Source Design

```
20     });
21     ]]>
22 </mx:Script>
23
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26     <!-- Define custom colors for use as fills in the AreaChart control. -->
27     <mx:SolidColor id="sc1" color="blue" alpha=".3"/>
28     <mx:SolidColor id="sc2" color="red" alpha=".3"/>
29     <mx:SolidColor id="sc3" color="green" alpha=".3"/>
30
31     <!-- Define custom Strokes. -->
32     <mx:Stroke id = "s1" color="blue" weight="2"/>
33     <mx:Stroke id = "s2" color="red" weight="2"/>
34     <mx:Stroke id = "s3" color="green" weight="2"/>
35
36     <mx:Panel title="LineChart and AreaChart Controls Example"
37         height="100%" width="100%" layout="horizontal">
38
39         <mx:LineChart id="linechart" height="100%" width="45%"
40             paddingLeft="5" paddingRight="5"
41             showDataTips="true" dataProvider="{expensesAC}">
42
43             <mx:horizontalAxis>
44                 <mx:CategoryAxis categoryField="Month"/>
45             </mx:horizontalAxis>
46
47             <mx:series>
48                 <mx:LineSeries yField="Profit" form="curve" displayName="Profit" lineStroke="{s1}"/>
49                 <mx:LineSeries yField="Expenses" form="curve" displayName="Expenses" lineStroke="{s2}"/>
50                 <mx:LineSeries yField="Amount" form="curve" displayName="Amount" lineStroke="{s3}"/>
51             </mx:series>
52         </mx:LineChart>
53
54         <mx:Legend dataProvider="{linechart}"/>
55
56         <mx:AreaChart id="Areachart" height="100%" width="45%"
57             paddingLeft="5" paddingRight="5"
58             showDataTips="true" dataProvider="{expensesAC}">
```



Weather.mxml

Source Design

```
16         {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},
17         {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},
18         {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},
19         {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}
20     });
21 }
22 </mx:Script>
23
24 <!-- Define custom Strokes. -->
25 <mx:Stroke id = "s1" color="blue" weight="2"/>
26 <mx:Stroke id = "s2" color="red" weight="2"/>
27 <mx:Stroke id = "s3" color="green" weight="2"/>
28 <mx:Stroke id = "s4" color="black" weight="2"/>
29
30 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
31
32     <mx:LineChart id="linechart" height="100%" width="100%"
33         paddingLeft="5" paddingRight="5"
34         showDataTips="true" dataProvider="{aTemps}">
35
36     <mx:horizontalAxis>
37         <mx:CategoryAxis categoryField="Month"/>
38     </mx:horizontalAxis>
39
40     <mx:series>
41         <mx:LineSeries yField="AvgLow" form="curve" displayName="Average Low" lineStroke="{s1}"/>
42         <mx:LineSeries yField="AvgHigh" form="curve" displayName="Average High" lineStroke="{s2}"/>
43         <mx:LineSeries yField="RecordLow" form="curve" displayName="Record Low" lineStroke="{s3}"/>
44         <mx:LineSeries yField="RecordHigh" form="curve" displayName="Record High" lineStroke="{s4}"/>
45     </mx:series>
46 </mx:LineChart>
47
48     <mx:Legend dataProvider="{linechart}"/>
49
50 </mx:Panel>
51 </mx:WindowedApplication>
52
53
54
```



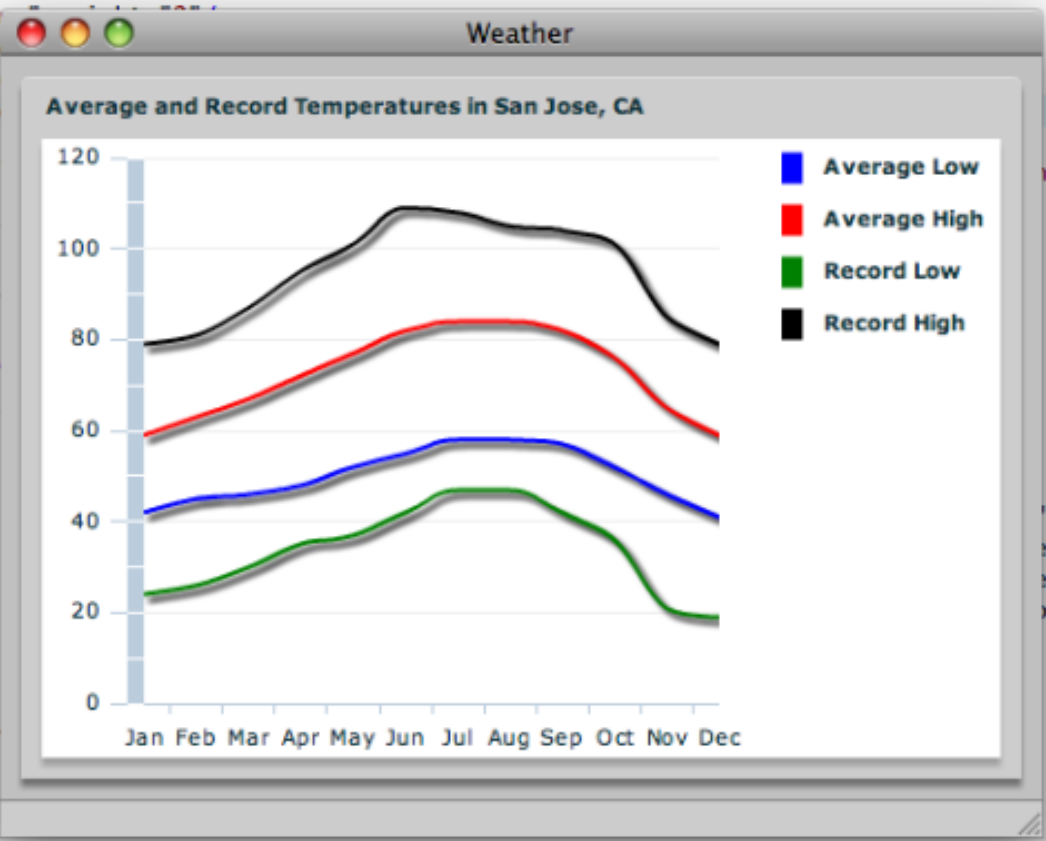

Weather.mxml

Source Design

```

16     {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},
17     {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},
18     {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},
19     {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}
20     });
21     ]]>
22 </mx:Script>
23
24 <!-- Define custom Strokes. -->
25 <mx:Stroke id = "s1" color="blue" stroke="1" strokeWidth="2" />
26 <mx:Stroke id = "s2" color="red" stroke="1" strokeWidth="2" />
27 <mx:Stroke id = "s3" color="green" stroke="1" strokeWidth="2" />
28 <mx:Stroke id = "s4" color="black" stroke="1" strokeWidth="2" />
29
30 <mx:Panel layout="horizontal"
31
32     <mx:LineChart id="
33         paddingLeft="5
34         showDataTips="
35
36     <mx:horizontal
37         <mx:Catego
38     </mx:horizontal
39
40     <mx:series>
41         <mx:LineSe
42         <mx:LineSe
43         <mx:LineSe
44         <mx:LineSe
45     </mx:series>
46 </mx:LineChart>
47
48     <mx:Legend dataPro
49
50 </mx:Panel>
51 </mx:WindowedApplication>
52
53
54

```



```

... Record Temperatures in
... {s1}"/>
... {s2}"/>
... {s3}"/>
... stroke={s4}"/>

```

How is Blueprint Built?

How is Blueprint Built?

Blueprint
Client

Blueprint
Server

Google
Custom Search

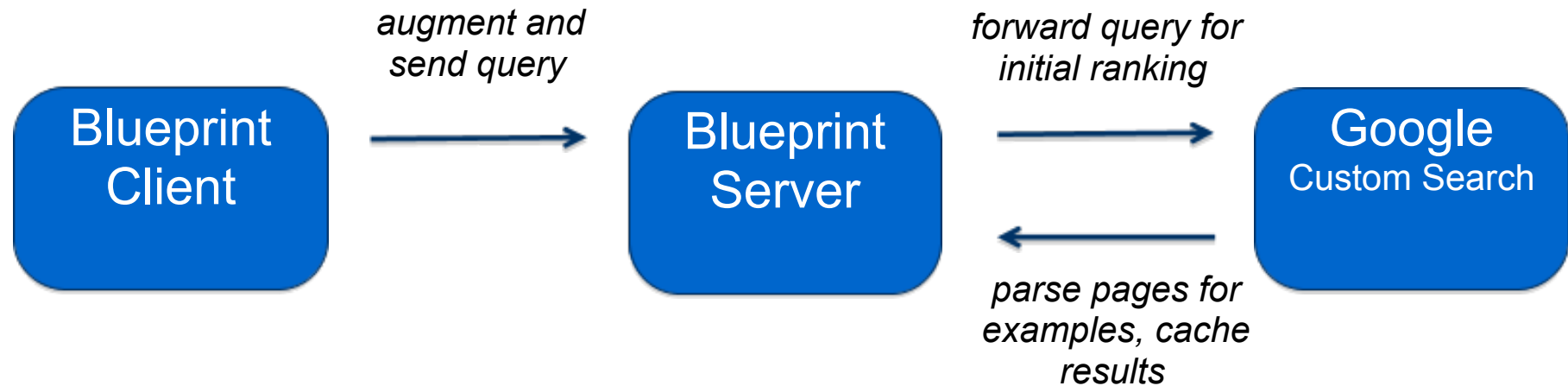
How is Blueprint Built?



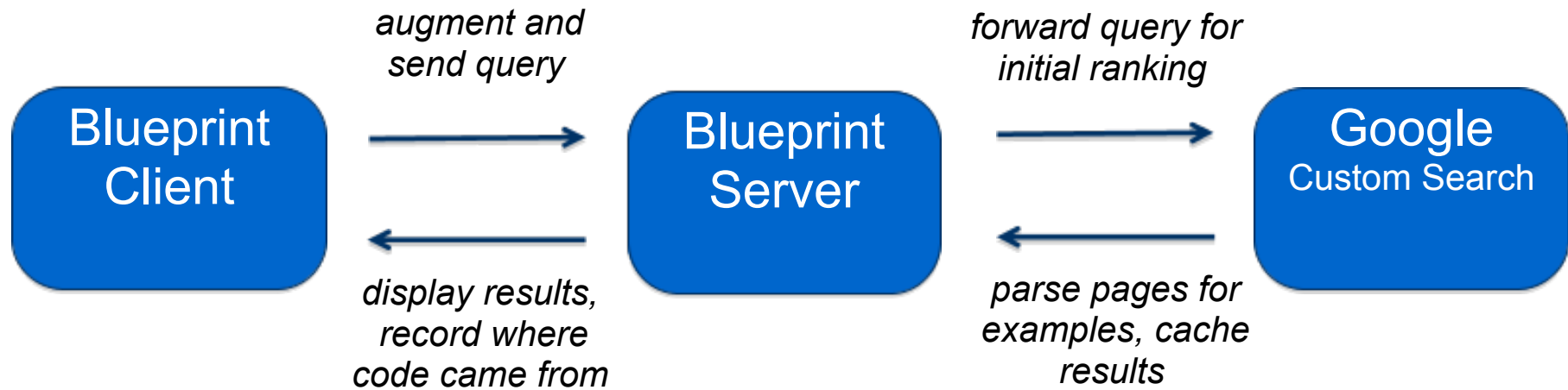
How is Blueprint Built?



How is Blueprint Built?



How is Blueprint Built?



How Well Does Blueprint Work?

How Well Does Blueprint Work?

Participants found code twice as fast...

How Well Does Blueprint Work?

Participants found code twice as fast...



How Well Does Blueprint Work?

Participants found code twice as fast...



...and wrote significantly better code

How Well Does Blueprint Work?

Participants found code twice as fast...



...and wrote significantly better code

How Well Does Blueprint Work?

Participants found code twice as fast...



...and wrote significantly better code



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