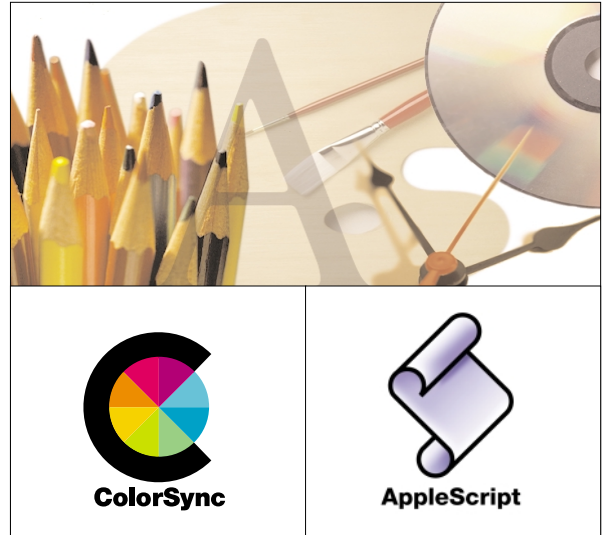




The Macintosh for Graphic Design and Illustration

What does it take to survive in today's deadline-driven environments? Just ask the graphic designers and publishing professionals who work on Power Mac G4 computers. They'll likely tell you "standards, simplicity, color, and automation." What they probably won't give you is a long explanation. That's because busy people don't talk a lot about Macintosh computers. They simply use them.



Industry standard

For years now, skilled freelance artists, digital illustrators, and font designers have used Macintosh systems to create their artwork. In addition to these professionals, the vast majority of prepress houses and service bureaus have also standardized on Macintosh computers. To ensure compatibility with this large industry, the Power Mac G4 has been engineered to maximize performance inside today's most popular graphics applications. For example, programs like Adobe Photoshop have been rewritten to take advantage of the G4's Velocity Engine—which accelerates common filter calculations like lens flares, color corrections, and Gaussian blurs.

Intelligent operating system

The Mac OS 9 operating system integrates several new technologies to streamline common design tasks. FontSync, a new addition to Mac OS 9, is your safety net for font alterations or differences though names might not reflect any change from standard, released versions. By combining these powerful features with ColorSync and AppleScript technologies, Apple has made graphics production more predictable and troublefree than ever.

ColorSync 3

ColorSync 3, which features a workflow-oriented interface, lets you save and import complete sets of ICC profiles, making it easier than ever to communicate a print production color environment to clients. ColorSync is already at work in production tools like Photoshop and QuarkXPress. When you open a stock photo from PhotoDisc or Corbis, the color you see is consistent because many of these images include embedded profiles used by Apple's ColorSync.

AppleScript automation

AppleScript is a powerful technology built into the Mac OS that automates many publishing tasks. Time-consuming or repetitive tasks, like backing up files or optimizing graphics, can be easily performed while you're at lunch or after your workday is over. AppleScript works in conjunction with existing software, including Adobe Photoshop, QuarkXPress, Multi-Ad Creator2, and Canto Cumulus. Also new with Mac OS 9, AppleScript now works over TCP/IP networks to give you control of your workflow from across the room or around the globe. The profound benefits of customizing and automating workflows using easily written scripts can now be extended to widespread workgroups over the Internet.



Solution Sheet

The Macintosh for Graphic Design and Illustration

Solutions for Graphic Design and Illustration

Here are just a few of the design and illustration applications available for Macintosh. For a complete list, visit www.apple.com/guide.

Illustration

Adobe Illustrator

Adobe Systems www.adobe.com

Canvas

Deneba Systems Incorporated www.deneba.com

CorelDraw

Corel, Inc. www.corel.com

FreeHand

Macromedia, Inc. www.macromedia.com

Photo Editing, Paint, and Image Processing

Adobe Photoshop

Adobe Systems www.adobe.com

Corel Photo-Paint

Corel, Inc. www.corel.com

Debabelizer

Equilibrium www.equilibrium.com

Eye Candy

Alien Skin Software, LLC www.alienskin.com

IntelligencePro

Extensis Corporation www.extensis.com

Kai's Power Tools

MetaCreations Corporation www.metacreations.com

Live Pix Deluxe

Live Picture, Inc. www.livepicture.com

Painter

MetaCreations www.metacreations.com

Studio Artist

Synthetik Software www.synthetik.com

For More Information

For the latest information on Macintosh graphic design and illustration solutions, visit www.apple.com/creative.

For a complete list of applications that support AppleScript, visit www.apple.com/applescript.

Page Layout

FrameMaker

Adobe Systems www.adobe.com

InDesign

Adobe Systems www.adobe.com

PageMaker Plus

Adobe Systems www.adobe.com

Multi-Ad Creator2

Multi-Ad Services, Inc. www.multi-ad.com

QuarkXPress

Quark, Inc. www.quark.com

Asset Management

Cumulus

Canto Software www.canto.com

Portfolio

Extensis Corporation www.extensis.com

Color Management

ColorBlind

Imaging Technologies Corporation www.color.com

ColorReady

Pantone, Inc. www.pantone.com

ColorShop

X-Rite, Inc. www.xrite.com

ColorTune

Agfa www.agfa.com

CompassLink

Praxisoft, Inc. www.praxisoft.com

Monaco EZ Color

Monaco Systems, Inc. www.monacosys.com

Scan/View/PrintOPEN

Heidelberg www.heidelberg.com

Fonts

Adobe Type Library

Adobe Systems www.adobe.com

Creative Alliance Type Collection

Agfa www.agfastudio.com

Émigré Type Library

Émigré, Inc. www.emigre.com

Font Utilities

Adobe Type Manager Deluxe

Adobe Systems www.adobe.com

Fontographer

Macromedia, Inc. www.macromedia.com

Font Reserve

DiamondSoft www.diamondsoft.com

Suitcase

Extensis Corporation www.extensis.com

Stock Images

Corbis

Corbis www.corbis.com

Corel MegaGallery

Corel, Inc. www.corel.com

PhotoDisc

PhotoDisc, Inc. www.photodisc.com

Tony Stone Images

Tony Stone Images www.tonystone.com

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