



# 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 Macintosh G3 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, creative professionals use the same system and tools that their design and illustration peers rely on.

## **Intelligent operating system**

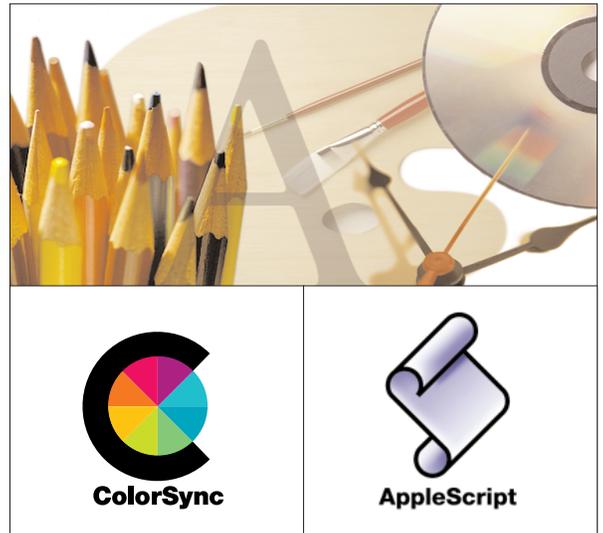
The Mac OS maintains its superiority by simplifying file sharing, reading documents from other platforms, writing high-quality PostScript, and searching drives or the Internet at a sophisticated level using Sherlock. Macintosh still provides the best management of fonts and graphics. Fonts are in one location, and when you specify an Adobe Type 1 font on the Macintosh, you know the operating system will not confuse you with hidden TrueType versions that might not work at the service bureau.

## **ColorSync color control**

Apple's ColorSync is a sophisticated color management technology that ensures consistent color throughout the creative process. With ColorSync, displays are precisely calibrated and images can be "soft-proofed" at significant savings to clients and vendors. ColorSync is already at work in production tools such as Photoshop and QuarkXPress. And when you open stock photos 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 illustration and publishing tasks. Time-consuming or repetitive tasks, such as 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 many of today's most popular programs, including Adobe Photoshop, QuarkXPress, Multi-Ad Creator2, and Canto Cumulus.





## Solution Sheet

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## Solutions for Graphic Design and Illustration

Below are just a few of the design and illustration applications available for Macintosh. For a complete list, visit [www.apple.com/guide](http://www.apple.com/guide).

### Illustration

#### Adobe Illustrator

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Canvas

Deneba Systems [www.deneba.com](http://www.deneba.com)

#### CorelDraw

Corel, Inc. [www.corel.com](http://www.corel.com)

#### FreeHand

Macromedia [www.macromedia.com](http://www.macromedia.com)

### Photo Editing, Paint, and Image Processing

#### Adobe Photoshop

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Corel Photo-Paint

Corel, Inc. [www.corel.com](http://www.corel.com)

#### Debabelizer

Equilibrium [www.equilibrium.com](http://www.equilibrium.com)

#### Eye Candy

Alien Skin Software [www.alienskin.com](http://www.alienskin.com)

#### IntelliHancePro

Extensis Corporation [www.extensis.com](http://www.extensis.com)

#### Kai's Power Tools

MetaCreations [www.metacreations.com](http://www.metacreations.com)

#### Painter

MetaCreations [www.metacreations.com](http://www.metacreations.com)

### Page Layout

#### Adobe FrameMaker

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Adobe InDesign

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Adobe PageMaker Plus

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Multi-Ad Creator2

Multi-Ad Services [www.multi-ad.com](http://www.multi-ad.com)

#### QuarkXPress

Quark, Inc. [www.quark.com](http://www.quark.com)

### Asset Management

#### Cumulus

Canto Software [www.canto.com](http://www.canto.com)

#### Portfolio

Extensis [www.extensis.com](http://www.extensis.com)

### Color Management

#### ColorBlind

Imaging Technologies [www.color.com](http://www.color.com)

#### ColorReady

Pantone [www.pantone.com](http://www.pantone.com)

#### ColorShop

X-Rite [www.xrite.com](http://www.xrite.com)

#### ColorTune

Agfa [www.agfa.com](http://www.agfa.com)

#### CompassLink

Praxisoft [www.praxisoft.com](http://www.praxisoft.com)

#### Monaco EZ Color

Monaco Systems. [www.monacosys.com](http://www.monacosys.com)

#### Scan/View/PrintOPEN

Heidelberg [www.heidelberg.com](http://www.heidelberg.com)

### Fonts

#### Adobe Type Library

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Creative Alliance Type Collection

Agfa [www.agfastudio.com](http://www.agfastudio.com)

#### Émigré Type Library

Émigré [www.emigre.com](http://www.emigre.com)

### Font Utilities

#### Adobe Type Manager Deluxe

Adobe Systems [www.adobe.com](http://www.adobe.com)

#### Fontographer

Macromedia, inc. [www.macromedia.com](http://www.macromedia.com)

#### Font Reserve

DiamondSoft [www.diamondsoft.com](http://www.diamondsoft.com)

#### Suitcase

Extensis Corporation [www.extensis.com](http://www.extensis.com)

### Stock Images

#### Corbis

Corbis [www.corbis.com](http://www.corbis.com)

#### Corel MegaGallery

Corel [www.corel.com](http://www.corel.com)

#### PhotoDisc

PhotoDisc [www.photodisc.com](http://www.photodisc.com)

#### Tony Stone Images

Tony Stone Images [www.tonystone.com](http://www.tonystone.com)

## For More Information

For more information on AppleScript technology, visit [www.apple.com/applescript](http://www.apple.com/applescript).

For more information on ColorSync technology, visit [www.apple.com/colorysync](http://www.apple.com/colorysync).

And for more information on how Macintosh technology is used in graphic design and illustration, visit [www.apple.com/publishing/design](http://www.apple.com/publishing/design).

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