The Electronic Studio (10 min. version) Draft
One presenter. Visuals produced in MacroMind Director.

to start show
click command+"r" to rewind
click command+"1" to stage
click command+"a" to play

I. Opening slide "The Electronic Studio"
In the next 10 minutes I'm going to show you just how powerful and useful the Macintosh can be in a creative environment. The Macintosh can help you create better designs, deliver work faster and communicate more effectively with your clients.With Macintosh you can transform your business into an exciting and productive Electronic Studio.

a. Design Police
[click] Let's pretend that we are a mythical design firm...The Design Police. We're working on a product plan, executing a concept for a board game named "Exile".

b. Glastnost games
[click] Our client is Glasnost Games. They are very demanding and want to be impressed by big ideas. Lets see how the Macintosh can help.

II. Demo slides
1. Drawing: Game board design in FreeHand
[click] Our first task is to execute a design for the game board. We can use Aldus FreeHand drawing software to create professional Illustrations. It's like having an art supply store on your desk. You can have all of your favorite tools and templates, Pantone swatches, a production staff, a stat camera and color separator, and more as your personal design tools.

a. Tracing
[click] You can begin your design work with the computer's drawing tools or pencil your sketch with traditional tools and then use a scanner to bring them onto the computer.

b. Drawing
[click] Then we can use FreeHand's drawing tools to trace and create our game board design.

[click] We've drawn the board squares and even a geometric pattern along the side.

c. Object transform
[click] Around the edge of the board we got the idea of trying out some shapes. With FreeHand you can quickly do transformations between shapes and colors. Here we made a transformation between the two moon shapes.
Once we're done with the board design you can produce color output using a color proofing printer or color separations from your pre-press equipment or a service bureau.

d. Manipulating color
[click] And, of course we can work in color selecting from process colors or actual Pantone

colors. You can quickly play with your ideas changing your design on the fly.

[click]   Here we tried out different color combinations to find the ones we liked best.

2. 3D Modeling & Rendering: Game piece creation in Swivel 3D
[click]   Every game board needs game pieces. You could do it the old fashioned way with wood or clay models but we can use Swivel 3D modeling software which is easier than you might think.

a. Creating 3D objects
[click]   Here are the game pieces that we have designed in Swivel 3D.

[click]   We can change a piece easily in the object view. Just by dragging a point we have changed the crown of one piece.

b. Setting color maps and lighting
[click]   We can view the pieces from any angle and move the light source around to cast shadows.

[click]   Now to see how the pieces might look in their final form we can render them with surface attributes. We can make one piece out of wood and anther out of marble.

3. Page Layout: Print ad execution in DesignStudio
[click]   Glasnost Games has asked us to create an advertisement for the Exile game. With LetraSet's Design Studio page layout software we can easily integrate text, graphics, and photographs into a single design piece. Electronic layout eliminates many of the steps associated with the traditional layout process and significantly reduces the time required to publish a document.

a. Creating headlines and body copy
[click]   Here is the beginning of our ad in DesignStudio. We've placed some body copy text in from a word processor and then typed in some headline text.

[click]   We have great control over all of the text attributes from fonts and style to kerning and tracking.

b. Placing graphics
[click]   Now we want to place the graphic of the board that we designed in FreeHand into our layout. We simply draw out a graphic box...

[click]   ...and then get the graphic.

c. Cropping, resizing making text run-arounds
[click]   We can reposition the graphic, crop or resize it, even make the text flow around it. All with the click of the mouse.

d. Proofing and separating
[click]   Once we're done with the ad design you can again produce color output using a color proofing printer or color separations from your pre-press equipment.

4. Animation: Presentation in Director

[click]   Everything we've done so far with the Macintosh in just minutes could have been done with traditional tools for a lot more time and money invested. Now, when it comes time to make our presentation to Glastnost Games, the Macintosh delivers capabilities on the desktop that many designers' have only dreamed of. Using MacroMind Director animation software you can add sound and motion to your ideas, creating entirely new forms of expression.

a. Importing graphics and the Cast

[click]   Director lets us bring together all our text, graphics, and photographs that we are working with in the cast. As members of the cast they actually are like actors for our animation.

b. Painting and editing objects

[click]   We can also create new objects or edit existing graphics in Director's built-in paint program.

c. Recording and in-betweening motion

[click]   To create our animation on the stage we simply drag the actors, or cast members, out onto the stage and move them around with record turned on. Or, even easier still,...

[click]   ...we can place a graphic in one position, advance the movie, and move the graphic to another spot and Director will animation the motion for us automatically.

d. Editing movies and the Score

[click]   Once we've got our movie animated we can edit the fine details of it in the score. Like a Directors score in a musical we have the ability to see all elements of our animation at all times in the piece by looking at the score. If we want to move an object and it's animation over a series of frames to somewhere else we can just copy and paste it in the score.

e. Building presentations, adding sound, and the Overview

[click]   We can build a number of movies, arrange them all together and synchronize them with sound in Director's Overview. We've done this to create a presentation to our client, Glastnost Games.

[click]   Let's take a look at it.

III. Closing slide

[click]   A Macintosh on your desk gives you a competitive edge. A Electronic Studio of tools that dramatically enhances your performance. Painting and drawing tools to create thumbnail sketches or full illustrations. 3D modeling and rendering tools that enable you to electronically build fully detailed models. Powerful page layout, image processing, and typography tools to produce boards and slicks ready for press. And, dramatically effective presentation and animation tools to make your work truly come alive.

The Electronic Studio. Apple's Macintosh technology extending the reach of all creative professionals with high-quality and easy-to-use tools.