



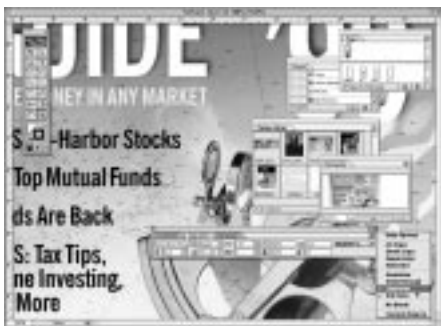
Supplement to Apple Media Arts

Enhancing the Workflow

In today's fast-paced world, the people responsible for publishing the most timely print and web content are streamlining their production processes with integrated applications that enhance workflows, eliminate many of the barriers between job tasks, and create more dynamic ways of working together.

Cover Story

A Sneak Peek at Adobe InDesign from *Fortune* Magazine



Inside Time Inc., one of the nation's leading publishers, the creators of *Fortune* magazine are busy testing InDesign (code name K2), a next-generation publishing tool from Adobe. The "workflow" nature of the InDesign environment could enhance the collaboration between departments and eliminate many of the redundancies in the magazine's production process. By examining this powerful software firsthand, *Fortune's* staff is getting a sneak peek at the potential future of publishing.

"Typically, our staff faces some technical challenges when working together," says Damien Creavin, director of advanced technology for Time Inc. Creavin's hope is that *Fortune* will eventually integrate disparate job functions into one coherent, end-to-end digital workflow. By testing InDesign in its infancy, he is able to give Adobe product developers feedback that may influence the application's final feature set.

Pushing the Deadlines

"It's our goal to push the deadlines to the last minute. Then we must quickly collect all digital content and get the pages to the printer," explains Creavin. "So every optimization of the workflow becomes incredibly important."

Currently, the bulk of *Fortune's* content is created in stand-alone applications on more than 150 Macintosh computers. Editors use word processors to write their articles. The art department creates illustrations in Adobe Illustrator. Adobe Photoshop is used to manipulate scanned photographs. And the designers create a layout into which these elements are placed. When modifications need to be made to any element, they must be made in the originating program.

But Adobe InDesign allows page designers to tackle layout issues while simultaneously manipulating images in the same environment. When users double-click on a graphic, InDesign launches Photoshop or Illustrator, instantly updating the files as they are altered. Innovations like these could dramatically improve the way a magazine like *Fortune* is created.

One Layout, Multiple Versions

InDesign even tackles problems with multiple versions of the same page layout. That's critical to the workflow of Leo Burnett Company, Inc., the Chicago-based advertising agency that handles global assignments for clients such as Coca-Cola, McDonald's, Procter & Gamble, and Disney.

"We can make changes faster. We move type, hide elements, edit clipping paths, change photos, all without leaving the application," explains Chris Miller, vice president of Capps Digital Studio, Burnett's design firm. "And the page adjustment features of InDesign allow us to quickly distribute different versions of an ad to several publications without drastically changing the basic file."

Smooth Transition to New Applications

Because staffers must feel comfortable with change, introducing new software is a delicate process. However, moving from stand-alone applications to workflow applications is easy because Adobe InDesign echoes many of the palettes, menus, and key commands commonly found in other Adobe products. So InDesign requires little training for frequent users of Illustrator or Photoshop.

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Adobe InDesign intelligently tracks any updates to word processing or graphics files. When a source file is altered, InDesign alerts the page designer of a potential change, then reflows text or image runarounds automatically. InDesign also uses independent layers—much like Photoshop or Illustrator—so you can hide elements to easily create multiple versions of the same page layout. Working from within Adobe InDesign, designers can even launch Photoshop or Illustrator for quick edits or adjust their clipping paths using tools from InDesign palettes.



Cover Story continued...



AppleScript

AppleScript technology works with both Photoshop and InDesign, making it incredibly simple to automate common tasks between the applications to improve your normal workflow processes. AppleScript scripts written for other programs can easily be adapted to Adobe InDesign.



ColorSync

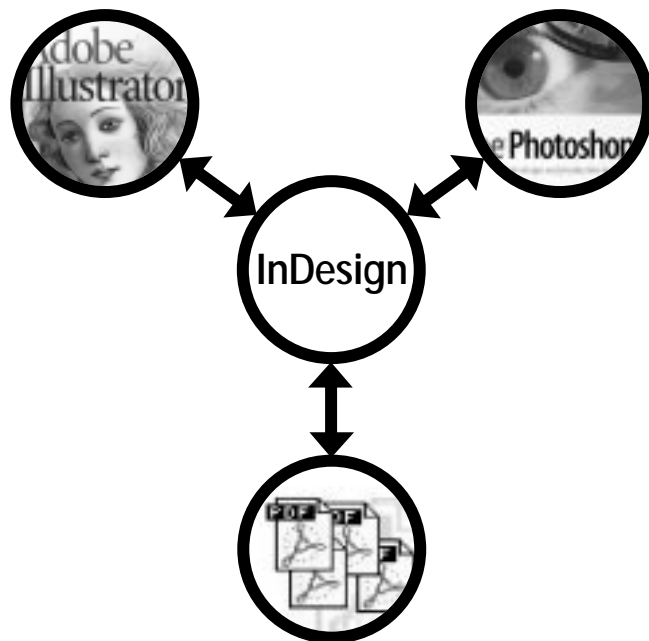
Images created in programs like Photoshop will carry a ColorSync profile—an embedded color signature—into Adobe InDesign for consistent display. ColorSync technology provides a common link between applications, so color-corrected images move freely between programs without alteration of their unique qualities.

Underlying the smooth transition are a number of Apple technologies, including ColorSync and AppleScript. This is an important point for Miller, who has invested hours in automating his most tedious work. He uses AppleScript to open new page layout files and add crop marks, bleeds, job slugs, and date and time indicators—even linking and locking down logo files—to every new page layout. When Miller tested these scripts with Adobe InDesign, they worked perfectly. And the ColorSync-profiled images he uses regularly in page layout applications instantly appeared as they should in InDesign.

Integration with the Hardware

Both Miller and Creavin consider the synthesis of software and hardware solutions an increasingly important factor in maintaining an effective workflow. The reengineered Power Macintosh G3 gives life to the powerful multitasking capabilities of Adobe InDesign through some revolutionary improvements in bus speed, memory management, and graphics acceleration.

“Besides the seamless integration with ColorSync and the other built-in technologies Apple provides, you’ve got this tremendous processor that’s driving the performance of InDesign,” says Miller. “There’s really no distinction between where the application stops and the computer starts.”



Not only does Adobe InDesign work smoothly with other Adobe applications, it can also output to a variety of formats, including PDF, EPS, and HTML.