

GRAPHIC EXCHANGE

DIGITAL CONTENT CREATION FOR PRINT, VIDEO & THE WEB

In Concert

QuarkXPress and OS X Classic
Bitmaps and page layouts
PDF workflow and Quark trapping
Pro SLR cameras and megapixels
Desktop video and broadcast TV

I got the music in me

Hark! I feel another symphony swelling up inside me.

How glorious it is to have a full suite of desktop tools with which to compose my digital scores. For it was not so many years ago that the melodies which we Mac minstrels arranged were being played by the equivalent of bagpipes, a triangle and a wooden block.

Slowly the band came together. In desktop publishing, we found font management and preflighting and color management and standardized file formats. In photography we adopted Photo CD and digital cameras and CCD scanners. In multimedia we moved ahead with digital video and 3D animation. And along came the web, which joined all these technologies into a global ensemble.

Over time, all the instruments which we needed have been added to the orchestra. Now we simply wait for them to be tuned and harmonized.

Since the dawn of the desktop era, the grand piano of page creation has been QuarkXPress. Some instruments improve with age, but alas, this is not one of them. Quark's ivories are beginning to yellow, and its keys have grown sticky of late, but still its makers postpone a full retuning, preferring instead to replace old strings and buff up the finish.

But now Apple is ready to start playing a new chorus. With the Macintosh's full migration to OS X, Quark will be off-key until such time as it finally releases version 6 (which not so long ago was going to be called version 5.5, as you may recall).

In order to find out just how much discord this might create, we assigned the task of testing current versions of QuarkXPress in Mac OS X to our lead soloist,

graphic designer Peter Dudar. Since XPress is, of course, not yet Carbonized for Apple's newish operating system, this necessitated working in Classic mode. Nonetheless, his findings were for the most part a pleasant surprise, as you will see for yourself on page 10 when you read *Quark Workflows in Transition*.

But QuarkXPress has also been the cause of too many flat notes in our wind section—prepress. There, workflows have been steadily moving toward PDF, but

with no way to retain Quark trapping in a composite PDF, printers have been forced to use other techniques to prepare pages for the press. However Lerrick Starr, our prepress virtuoso, has conceived a partial so-

lution to this missing coda. Using an ingenious adaptation of new tools, he proposes *The Recomposite PDF Workflow*, details of which can be found beginning on page 20.

Our Quark medley would not be complete without a discussion of how images must be synchronized within page layouts. When it comes to mixing bitmaps with vectors, QuarkXPress dances to a different drummer, and that rhythm is quickly broken if pictures aren't set to the correct measure. The options are but a few, yet the repercussions can be quite jangling if the wrong choice is made. In a methodical discourse entitled *Bitmap Images—Embed or Link?* (page 16), Lidka Schuch taps out all the ways to do both.

The desktop environment now resonates with a multitude of creative instruments. Once upon a time I was satisfied with simply seeing euphonious color pages coming off a printing press; now I find myself singing the praises of everything from web pages to digital photography to desktop video. Publishing, as it turns out, was



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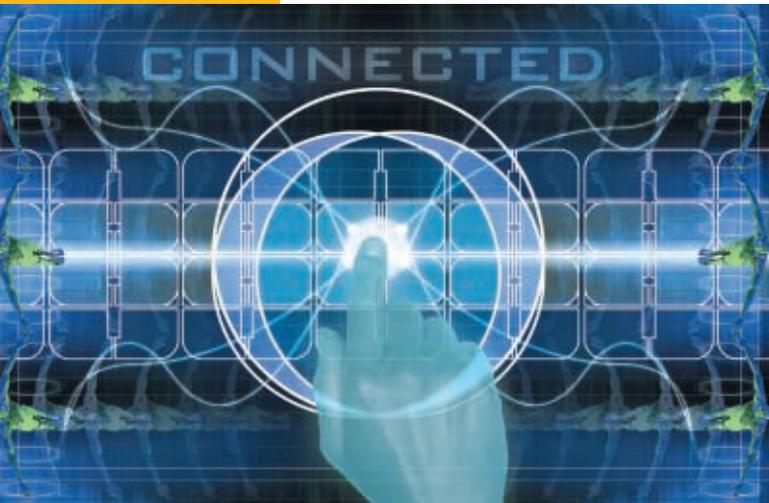


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PUBLISHER'S NOTES

just a prelude to the much larger opus of technologies to come.

As conductors of our individual creative universes, we work with a veritable philharmonic of digital machinery. No longer are we bound by the limitations of analog devices or specialized training. Our only barrier to expanding creative skills may be the inability to wave the baton of a graphical user interface to lead bits and bytes in the right tempo.

But much also depends on the rhythm of technological innovation, and in that regard, no field has seen greater change than digital photography. In the space of a few short years, the scope and quality of CCD devices has risen from warble to Wagnerian chorus. And in the coming months it appears a new generation of models is about to eclipse all but the very best traditional professional quality cameras.

As smooth and rich and full as any string choir, the next wave of high end image capture technologies could render film grain obsolete. In fact, the most recent developments appear to be so significant that our resident photo artiste, Ron Giddings, felt compelled to provide an overview of what lies just ahead. Turn to page 30 and you will find *Dig It*, a pictorial treatise describing the coming revolution in SLRs and imaging sensor technologies.

Of course, digital video continues to outperform the rest of the desktop suite, and DV maestro Bob Connolly always has a fresh angle to play with in this area. This time he trumpets desktop video's penetration into the world's most widespread and powerful electronic medium—broadcast television. *Is Desktop Video Ready for Prime Time?* on page 24 recounts the story of one well-known photojournalist's evolution into a new career with desktop video tools as it explains how to use new DV technologies to break into the rapidly expanding cable and network television broadcast industries.

And for those who would like to take a *prestissimo* approach to digital video editing, Kirby Ferguson provides a synopsis of Adobe's latest release of Premiere, version 6.5.

Kiki Dee is undoubtedly now a digital content creator like the rest of us, so I will provide a finale for the desktop experience through this *tutti* adaptation of her best-known lyrics:

*Ain't got no crashes in my life
No foolish bugs to make me cry
I'm never frightened or worried
I know I'll always get by
Chips heat up, they cool down
When something gets in my way I click around it
Don't let a file get me down
Gonna take it the way that I found it
I got the music in me
I got the music in me
I got the music in me.*

If that doesn't get you singing along with your computer, I don't know what will.

Now let the concert begin. 🎵