

Tech Tome: May 2010 Edition

Welcome to the third edition of Tech Tome. Winter decided to revisit Michigan over Mother's Day weekend – 4" fell up North! This seriously put a damper on my plans to take my new motorcycle out for ride. I just started riding this year and I'm really looking forward to nicer weather in June so I can get out on the open road! Shoot me a line if you ride too – I'm always interested in hearing other's stories.

This month I am focusing on the new Adobe Creative Suite release, eBooks, and Color Management! If you have ideas for future topics you'd like to see covered, please drop me a line at jeffr@thomsonshore.com and I will be sure to discuss your questions in future editions of Tech Tome!

Adobe CS5 Released

Maybe you've heard – CS5 is now shipping. Adobe's 18 month development cycle is complete with the release of their Creative Suite 5. We have just recently begun testing the software in house and will be posting new features and bugs as we run into them.

So far I haven't seen a compelling reason to upgrade at this time, but it's still early. There is a lot of new stuff in the video and web arena, so if that's where your designs are taking you than this may be an upgrade you'll be interested in.

There are some videos outlining new features and how to use them posted on Adobe's site: <http://www.adobe.com/products/creativesuite/> .

The user base is still a bit small so it may take a few months to ferret out all the features and problems. So far the best feature I've seen is Photoshop's Content Aware fill and healing brush. It can fill an area and make it match the background image. If you found an object in the middle of your photo, this feature would be able to remove it and make it match the rest of the background. Pretty cool feature! There are a number of demos out there, so I recommend getting online and checking them out.

If you do plan to upgrade, the biggest hurdle will be your computer and OS. This link has the latest system requirements:

<https://www.adobe.com/products/creativesuite/design/systemreqs/>

For Mac users this means no more Power PC based computers and OS 10.4.11. So far this has been the biggest rub for people wanting to upgrade. All of our G5s work great with OS 10.4.11 or 10.5. It's a shame to have to scrap them just to upgrade. However, moving to an Intel Mac will be a huge performance boost. The latest Intel Macs should get you through this release and CS6 without any issues. RAM is also important; I would recommend 3gb or more. The more RAM the better and it's not as expensive as it used to be. The new iMacs also work well and may be a less expensive alternative to a Mac Pro. If anyone upgrades to CS5, please email me with your thoughts. We will post our findings in the coming months as we test it out ourselves.

eBooks 101

An eBook? Why would a book manufacturing company want to talk about eBooks? Well, mostly because they're here and it doesn't look like they're going anywhere. They still have a long way to go, but they are gaining traction and they're a great complimentary product to the printed book. So, we thought we would point out a few things just to keep you informed.

Like a lot of you, I enjoy the touch and feel of a real book. It doesn't require batteries, can be printed on recycled paper, and can be recycled when done. BUT, the eBook market is growing fast – there's no question about that, so we want to help you stay abreast of the latest technologies affecting this content delivery tool.

On the format front, there is no standard yet. The ePub format seems to be gathering steam but it will be a while before any one format is chosen. For those using Indesign CS4 or CS5, you can make an ePub file right from the application. The ePub format can be read on a Kindle, an iPad and many other popular devices.

The one issue with eReaders right now is their ability to scale text. For designers that kern letters and adjust leading, an eReader can completely change everything you've done. Widows and orphans take on a whole new meaning with an eReader. The type control is almost completely in the hands of the end user now.

There is a lot more information out there on this subject. If you have specific questions, please let us know and we'll cover it in future issues. For years this was to be the end of the printed book, we're happy to see that didn't happen. It is however a new option for delivering content in a user friendly format some readers will want. It's a great complimentary product. For this reason we need to understand it.

Color Management: RGB to Grayscale

First we want to thank you for your questions . . . it helps us create content that is more valuable to our readers, so keep them coming!

One of our readers recently asked a good question about converting RGB to grayscale. The question was: Should she embed the color profile and set the dot gain to 20%? (These are found in the Color Settings section of Photoshop)

The short answer is don't embed the color profile and setting the grayscale setting to 20% dot gain is fine. The long answer is that these are only two small components of a much larger topic on Color Management. These settings help determine how images and colors will look on your monitor. If you change these settings around the images can, and probably will, look different. Even with settings in place, images will still usually need some kind of adjustment.

To get the full story on Color Management, visit our website at http://www.thomsonshore.com/news_events/webinars/ for registration information for future webinars that cover Color Management and Halftone Adjustment. These will provide much more detail. Anyone who receives our Tech Tome should also receive our

webinar invites. So keep an eye out for them and please let us know if you aren't receiving them.