

# Graphic Exchange

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## PUBLISHER'S NOTES

# Who are you and why are you reading this?



OVER THE PAST TWO OR THREE YEARS WE HAVE COLLECTED QUITE A BIT OF DATA FROM THE short survey form that many of you have completed when you filled out your complimentary subscription requests to GRAPHIC EXCHANGE (and for those of you who haven't sent us your request forms, I would urge you to do so — your name will eventually get dropped from the list if we don't get confirmation back that you want to receive the magazine). I thought I'd share some of that information with you.

So who are you? Well, statistically, chances are you work in the Greater Toronto Area, on a Mac, in a work group of less than ten people, and consider yourself a creative person (which also happens to be exactly where I fit in. Over seventy per cent of you use Macs; of that total, over twenty per cent of you also have a PC on hand. Almost ten per cent of you run Windows NT in your workplace; Windows 95 or 98 users make up the balance. A third of you work in a company with 25 or more people; about forty per cent of you are outside Ontario; and almost forty per cent of you are either owners or presidents or consider yourself part of senior management.

There. Are we getting to know each other a little better now?

As for the question of why you're reading this, let me suggest that you may be very curious about what could well be the most important story of the year: the imminent release of Adobe *InDesign* (formerly codenamed K2) — the so-called "Quark-killer". Is it? Read all the details on both *InDesign* and Adobe *Acrobat 4* starting on page 6 and decide for yourself.

This issue is heavily devoted to software. Peter Dudar analyzes Macromedia's new version of *Dreamweaver* on page 51; new contributor Mona Idriss takes apart Adobe *Illustrator 8* beginning on page 48; Bob Connolly presents his opinions on Minerva's new DVD authoring software, *Impression*, on page 19, as well as his observations on *Electrifier Pro*, a multimedia authoring package that caught his eye at the recent MacWorld show in San Francisco (see page 42); Lidka Schuch delves into the tangled web of font management on page 22, including DiamondSoft's new release of *Font Reserve 2.0*; and this issue we welcome the first installment from *Photoshop* guru Ben Willmore, who shares his *Photoshop 5.0 Studio Techniques* with us, starting on page 39.

Regular contributors HOMEGURRRRL Lynda Weinman and FOOLPROOF maestro Gary Shilling are on hand as usual. On page 30, Lynda takes a look at how San Francisco design group Akimbo used *Flash* and *Dreamweaver* in the creation of its website to produce a compelling web experience, while Gary takes software development to another dimension in *AUTHOR, AUTHOR!*, page 56.

Finally, special thanks to Ruth Pelly for her insightful profile of Toronto artist/designer Malcolm Waddell — check page 26.

As the tools for creative expression continue to improve exponentially, they open the doors to new and more effective ways of delivering graphic communications through every form of media.

If I think, perhaps I am. If I think beyond what I am, perhaps I will be someone better. New creative tools offer all of us the opportunity to push our individual talents to new plateaus of personal achievement.

May we never lose sight of our true goals, whatever they may be. \*

ADDRESS YOUR COMMENTS TO THE PUBLISHER VIA E-MAIL TO DAN@GXO.COM.