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DESIGNED**EDGE**CANADA

GRAPHIC DESIGN NEWS & TRENDS

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COOL TOOLS

Design Tools Survey results page 8

for the
creative mind

What you have, what you want, what you need

Cool tools for the creative mind

The results of this inaugural design tools survey charts what you own, what you want, and how much you spend

THIS is the first report of its kind ever published for the Canadian graphic design industry. The following results were tabulated from the 726 responses received for this survey, which represent a total of 2,176 designers from across the country. The table on the left breaks down our respondents by job category. The majority of respondents, 86%, are from shops with zero to four full-time designers. Forty-one respondents have no full-time designers at their location. On average, there are three full-time designers per shop, with a median of two. There is also an average of four Macs per shop and 2.5 PCs. Bar graphs illustrate questions where respondents could select more than one answer. The number of respondents per question vary. Some questions from the original survey had to be deleted from the final report due to space constrictions. Those results are available upon request. A special thank you to everyone who participated in our inaugural Design Tools survey.

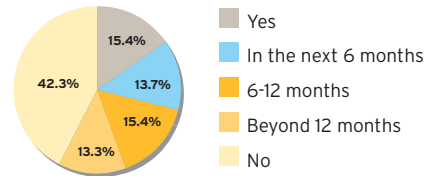
What is your job title?

Owner/Partner/Principal	31.5%
Art Director/Creative Director	17.1%
Graphic Designer	41.3%
Production Manager/Buyer	2.2%
Web Designer	2.6%
Other	5.3%

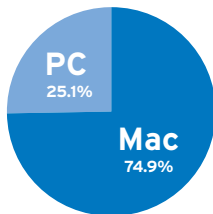
How much have you spent on hardware in the last year?

Shop Size	Median	Average
0-4	\$4,000	\$7,503
5-9	\$14,000	\$19,400
10-14	\$15,000	\$22,750
15-19	\$10,000	\$64,667
20+	\$100,000	\$430,000

Have you adopted the new Intel-based Macs?

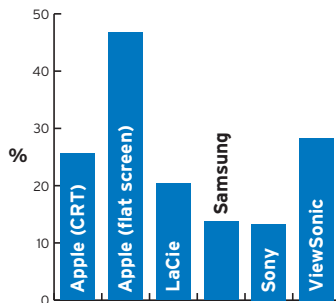


How many computers at this location?

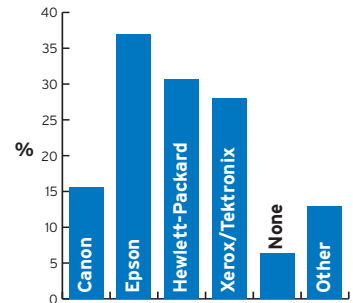


Out of the 3,042 machines in your shops, 2,277 are Macs and 765 are PCs

Which monitor brands do you use?



What printer brands do you own?



Five cool tools for 2007

Fall in love with Mac OS X v. 10.5 Leopard

If you're a Mac OS X user, Apple's next major OS release – due in Canada early in the new year – has a few new features you're going to love. First, it runs in full 64-bit mode, so any software that's 64-bit aware will run noticeably faster than it does now. Next, we have Time Machine, a neat feature that not only automatically backs up your Mac constantly – it also allows you to find deleted files and easily rolls back to earlier states of the operating system or application software if problems occur.

Also new is Spaces, a neat feature that allows you to set up any number of desktops – each with its own



combination of application windows, folders, files – and toggle between them instantly. For example, each project or work category can be in its own space.

Finally, Leopard marks the official release of Apple's Boot Camp utility, which allows you to boot the Mac with either OS X or a copy of Windows XP or Vista that you've installed. With it, you can run almost every popular Windows program available at full processor speed, making your Mac a fast Windows system whenever you need that capability.

An eight-core monster Mac Pro

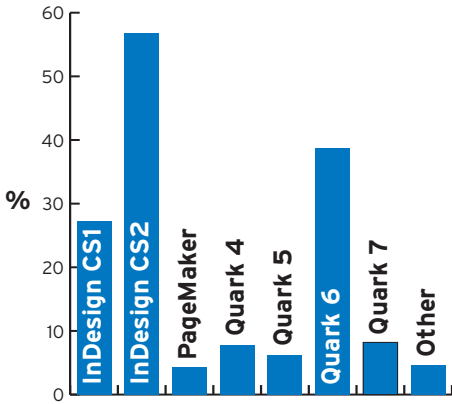
With the release of Intel's four-core Xeon 5300 chip (with four Xeon processors on the same chip), we now have pin-for-pin-compatible replacement chips for the

How much have you spent on software in the last year?

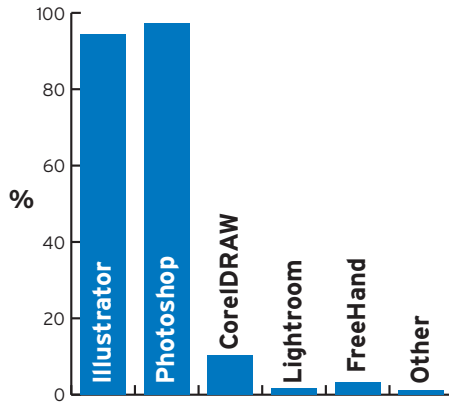
Shop Size	Median	Average
0-4	\$1,500	\$2,605
5-9	\$5,000	\$8,474
10-14	\$10,000	\$10,136
15-19	\$3,500	\$3,500
20+	\$40,000	\$133,800

17%
say the best new tool they bought in the last year is
InDesign

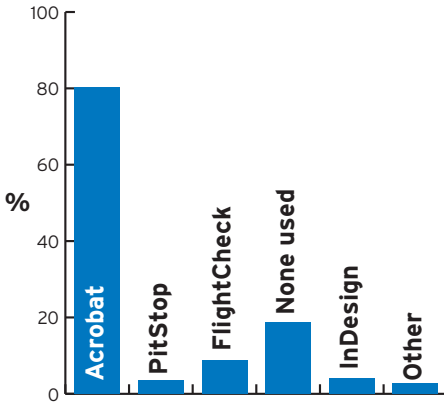
Which page layout software do you use?



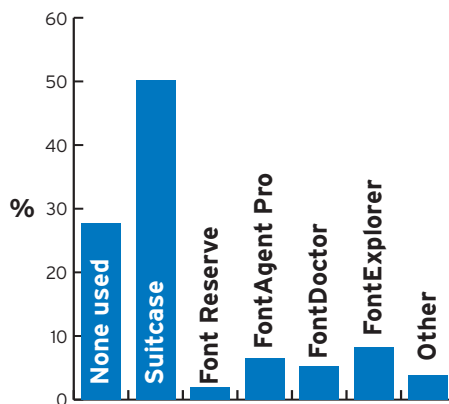
Which illustration/photography software do you use?



What proofreading software do you use?



What font management software do you use?



pair of dual-core Xeon 5160 chips now used in Apple's top-end Mac Pro desktop systems. By the time you read this, Apple is expected to have a top model with two of these quad-core chips (and a faster system bus), for a total of EIGHT Xeon cores running in parallel. In combination with OS X v. 10.5 and applications that are



properly optimized for multi-threaded operation, this will offer another big burst of speed over any current system (Mac or Windows) available. Which is good news for all you Photoshop junkies with 300MB files and those working in 3D modeling and

animation, HD video or studio sound recording.

One caveat, however, is these new Apple systems need lots of elbowroom to run so you'll want lots of RAM (2GB minimum, 4GB preferred) and hard drive space (160GB minimum, 2 internal 250GB drives or a fast external 500GB FireWire RAID system preferred).

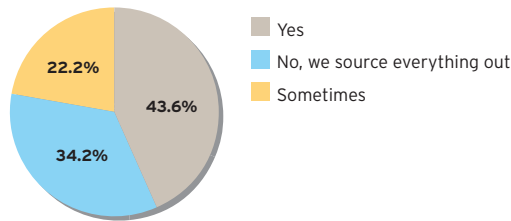
Adobe Creative Suite 3, it's almost here

We've been waiting a long time for this one but the wait will be worth it. Expect a speed boost of about 50% to 60% for the newly-Intel-native versions of Photoshop, InDesign and Illustrator (Acrobat Professional 8 is already Intel-native).

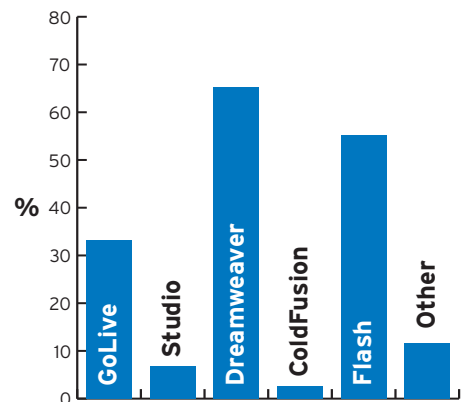
First of all, rumours suggest there will be at least two (and probably three) versions of the suite when it's released in April or May. The standard edition will

COVER SURVEY

Do you have an in-house web programmer?



What web page software do you use?

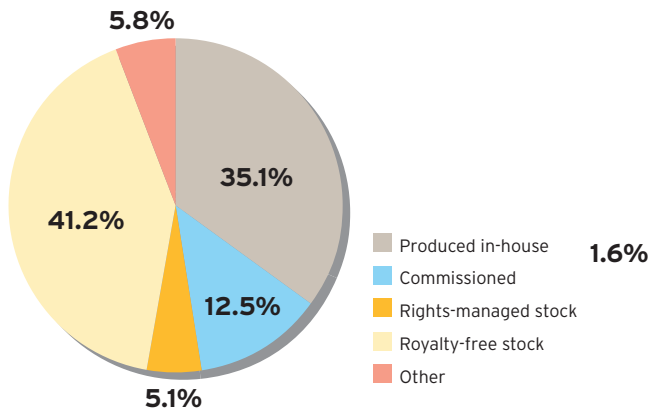


11%
of respondents are drooling for a
graphics tablet

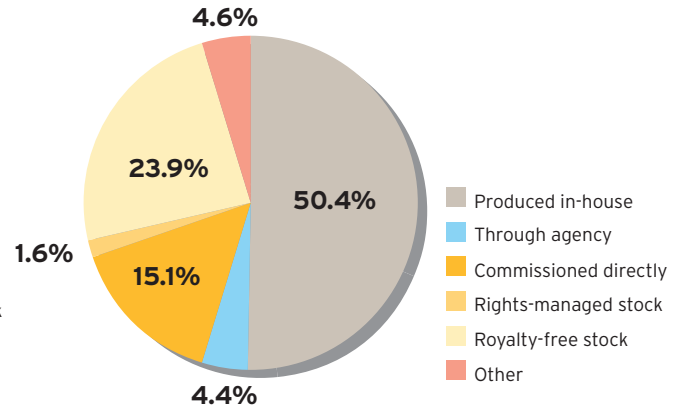
How much have you spent on stock photography in the last year?

Shop Size	Median	Average
0-4	\$500	\$3,102
5-9	\$5,000	\$8,383
10-14	\$1,200	\$6,389
15-19	\$4,000	\$8,333
20+	\$5,750	\$22,875

Where do you get your photography?



Where do you get your illustrations?



include the basic three apps (InDesign, Illustrator and Photoshop), while a "Premium" version adds Acrobat and GoLive (as CS2 Premium did) and a "Platinum" version will include Dreamweaver and Flash MX, both acquired in Adobe's takeover of Macromedia last year.

As for the individual applications, expect Photoshop to be offered in two versions – the standard version you already know and likely a specialized (and more expensive) medical-scientific version with new features for those professionals. Both versions will operate much faster with large images, live filters and image rotation (using the imaging muscle of the graphics card) so you can see the effects of your adjustment settings across the whole image in real time. The interface is changing as well, moving to a look closer to that of InDesign.

Illustrator is also due for a big speed boost, promising

a velocity and responsiveness not seen in the last few versions of the program. A new dynamic eraser tool will function like the eraser in Photoshop, and the Live Color palette creates design-smart colour sets on the fly, based on the one colour you choose. Finally, Illustrator will be highly optimized to work directly with Flash.

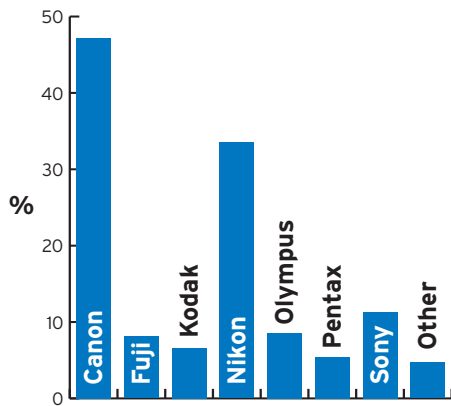
Quark Interactive Designer is a steal

This is a bit of a sleeper product, released in November as an add-on to QuarkXPress 7.02 and higher

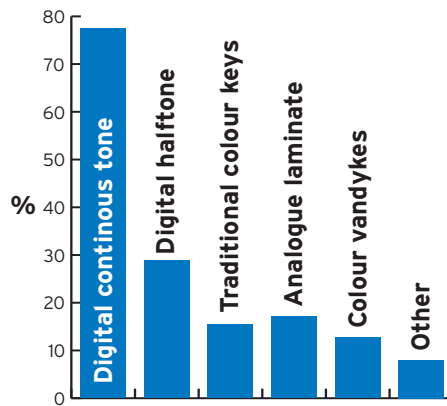


72.6% of respondents don't use colour management products

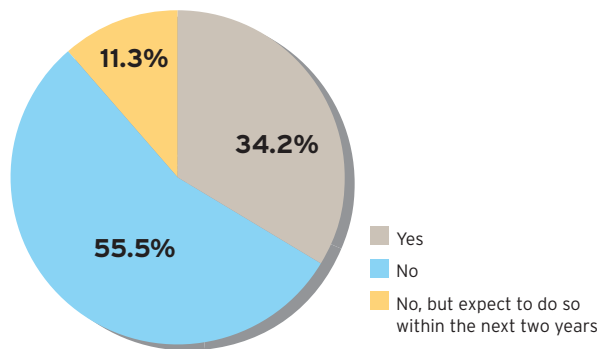
What digital camera brands do you use?



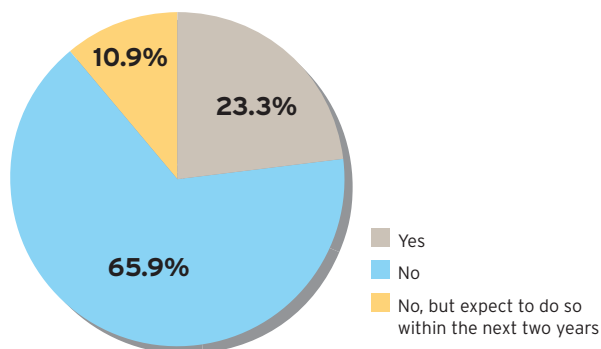
How do you proof?



Have you adopted soft proofing for final approvals with clients?



Have you adopted soft proofing for final approvals with printers?



on both Intel Macs and Windows. That said, it has huge potential to help reverse Quark's declining market share as the onetime king of page layout applications. What it does, in a nutshell, is allow you to use QuarkXPress to create print, web (HTML) and now Flash-based layouts from the same QuarkXPress file, using the same text and graphics objects.

While Adobe's InDesign has the ability to create HTML pages out of a print layout, I was impressed with QID's ability to create web and even interactive Flash animations very quickly and easily from the print version. Objects in the Flash file can have most of the usual characteristics of objects created in Flash – user actions controlling their behaviour, animation on a path, pop-up menus, roll-overs. You can also import video or audio clips and existing Flash files into your project. The

difference here is that QuarkXPress users will already know how to do 90% of the design and layout work in QID. Flash has a fairly steep learning curve and, more importantly, is a rather clumsy program if you're trying to create highly accurate and subtle design objects. With QID, you work in a professional design environment and convert to Flash interfaces or animations at the end. In addition, you can also create freestanding Mac or Windows versions of your work that do not require a web browser or the Flash plug-in – perfect for CD or DVD products.

You'll have to learn some new things about interactivity and animation to create Flash-based projects but you'll find it a lot faster and easier than learning Flash itself. And at \$119 until April 2007, it's a steal. This product is highly recommended.

Education report card

Adobe gets top marks
in the classroom

In addition to the 726 responses, we received an additional 22 completed surveys from design instructors (12) and students (10). We separated these answers to provide a snapshot of the design tools used in Canada's graphic design schools. The most popular software has been organized by "subject." The "grades" represent the percentage of education respondents who use these programs.

Subject	Grade
Page Layout	
Adobe InDesign CS2	92.3%
QuarkXPress 6	30.8%
Illustration/Photography	
Adobe Illustrator	92.3%
Adobe Photoshop	92.3%
Preflighting	
Adobe Acrobat	76.9%
Web Page Layout	
Dreamweaver	90.9%
Flash	72.7%
Adobe GoLive	36.4%

Way cool colour proofs get cheaper

If you're looking for better proofs, several products introduced over the past few months deserve close examination, especially the new HP Designjet 90gp.

Like several in HP's new large-format inkjet printer line, this model includes a built-in hardware colorimeter by Gretag-Macbeth for automated colour calibration and colour correction. This makes it a lot easier to get accurate and consistent colour matching with your screen and the final printed sheet. Basic specs include 6-colour printing at 2400dpi, 18" wide (by any length) prints, full Pantone support, roll feed with cutter, PostScript 3 software RIP and more. The best news? The price. \$1,499. Way cool.



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