



Firsts Things First

Getting Started on
the Right Foot

TIME IS FINITE
TIME IS MONEY

“Take care of the minutes and the hours will take care of themselves.”

LORD CHESTERFIELD

Make Your Workflow Efficient

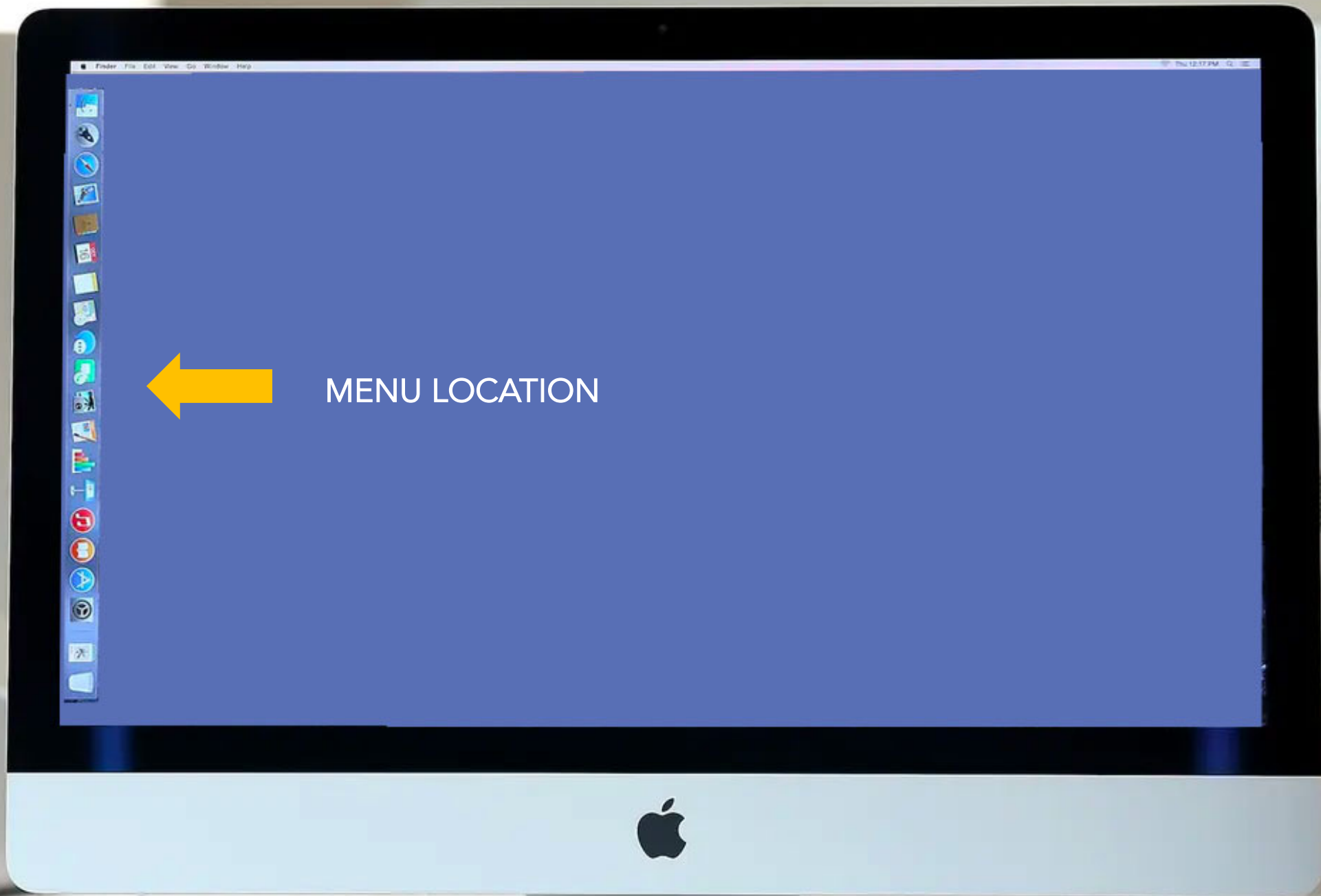
Your Desktop

Start right to make your workflow easier and more organized.



MENU LOCATION





MENU LOCATION

Logic

- Most of your hand motions when you design is up and down.
- When you have your menu located on the bottom of your screen, it takes up valuable real estate, *especially if you are working on a laptop*
- The strokes of your arm and hand movements can inadvertently open applications and slow you down



Icon Order in Your Menu

- Settings
- Browsers
- Adobe Apps (by Alpha)
- Microsoft Apps



Make Your Workflow Efficient

Your File Types

Remapping your file types to open in their native application saves time when working on deadlines and makes it really easy to make changes to imported files on the fly.





PDF.pdf



IMAGE.jpg



IMAGE.png



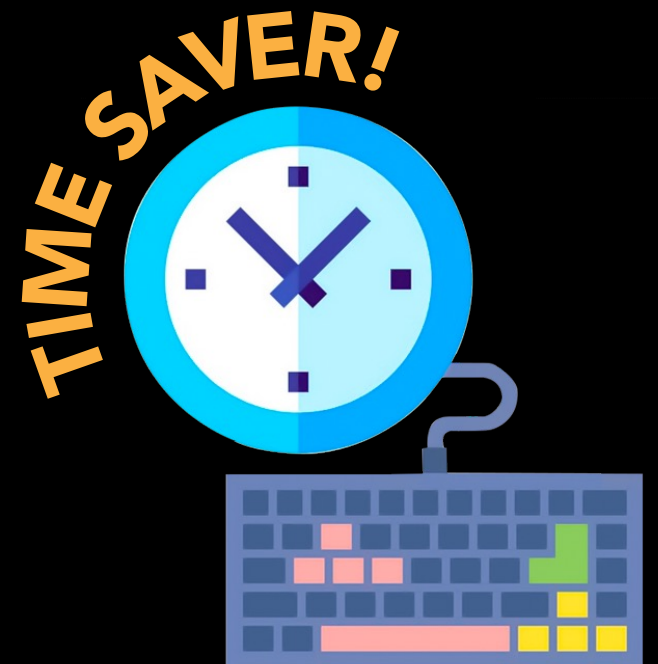
RASTER.psd



IMAGE.gif

ReMap Your File Types

Since we work in Adobe Software we need to re-map certain file types to open with Adobe Software, not the MacOS default PREVIEW Application.



Let's get ready to re-map...

1. Open Photoshop
2. Create a New File that is 25 x 25 Pixels
3. SAVE the file onto your desktop and name it **IMAGE.psd**



Let's get ready to re-map...

1. Now start with your IMAGE.psd file.
2. Go to: **FILE / EXPORT / EXPORT AS**
3. Select **JPG** as the file type
4. **EXPORT** the image to your desktop



Let's get ready to re-map...

1. Go to your IMAGE.psd file again.
2. Go to: **FILE / EXPORT / EXPORT AS**
3. Select **PNG** as the file type
4. **EXPORT** the image to your desktop



Let's get ready to re-map...

1. Go to your IMAGE.psd file again.
2. Go to: **FILE / EXPORT / EXPORT AS**
3. Select **GIF** as the file type
4. **EXPORT** the image to your desktop



Let's get ready to re-map...

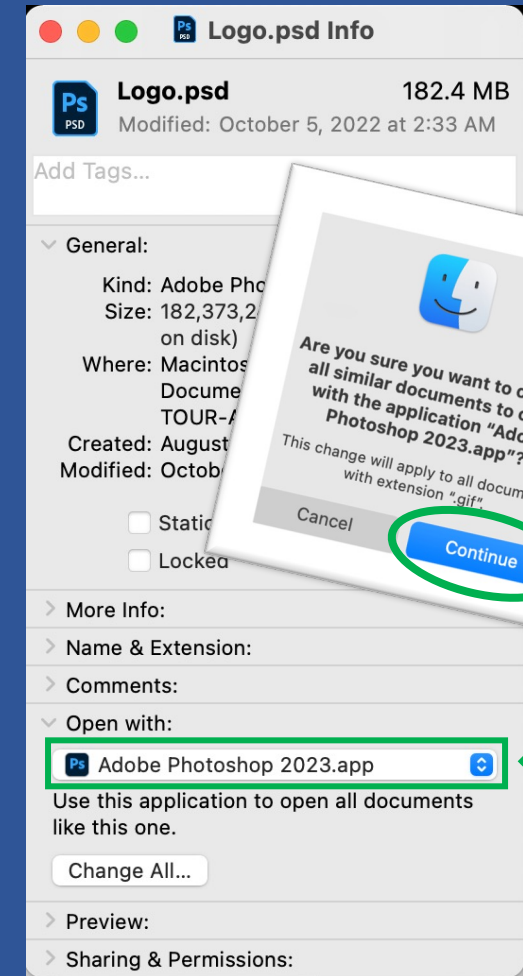
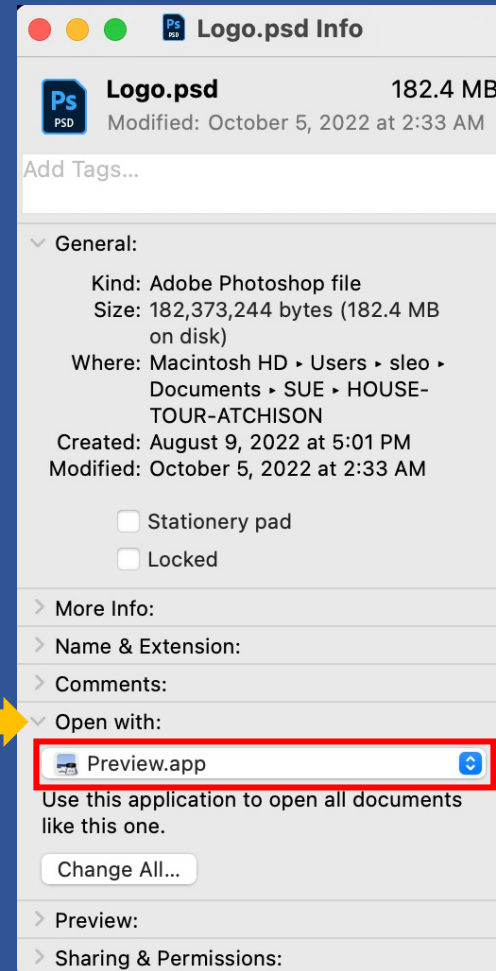
1. Again, go to your IMAGE.psd file.
2. This time you are going to go to:
FILE /SAVE AS / On Your Computer / Desktop
3. Select **Photoshop PDF** file type from the dropdown menu
4. **SAVE** the file to your desktop



Now, let's get to re-mapping...



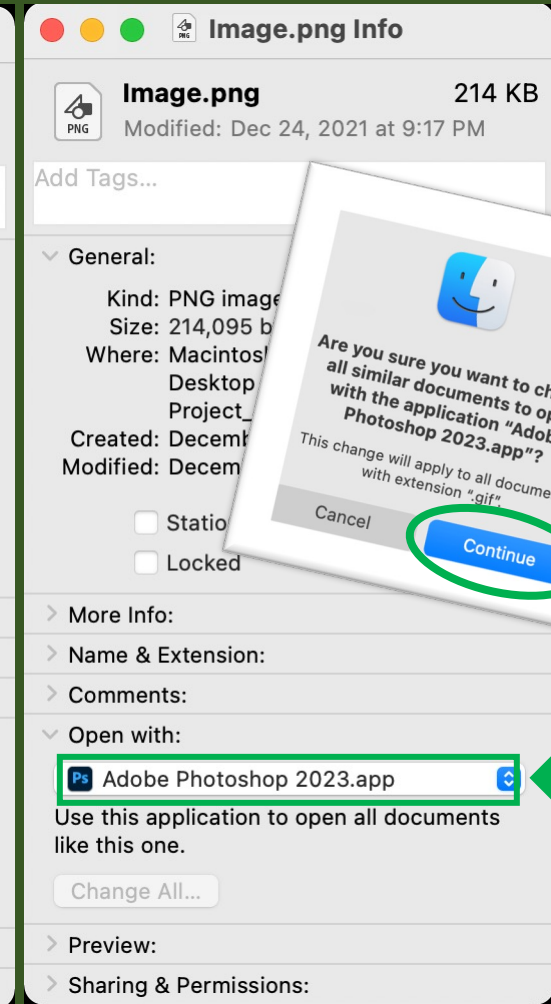
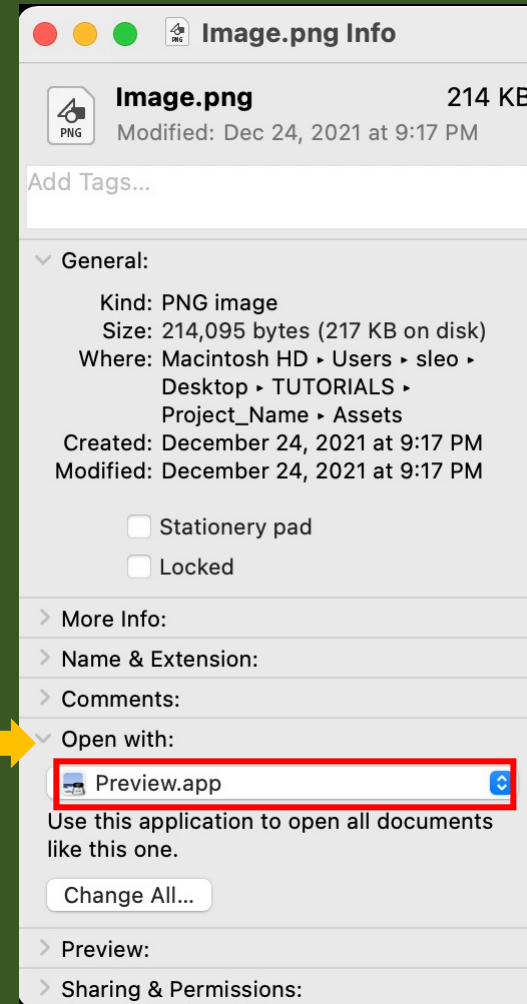
1. Go to your desktop.
2. Locate the **IMAGE.PSD** file.
3. Select the file.
4. Click Cmd+I to get the Info Menu to Popup.
5. Twirl open the Open with section and change the application from Preview to Adobe Photoshop.



Now, let's get to re-mapping...



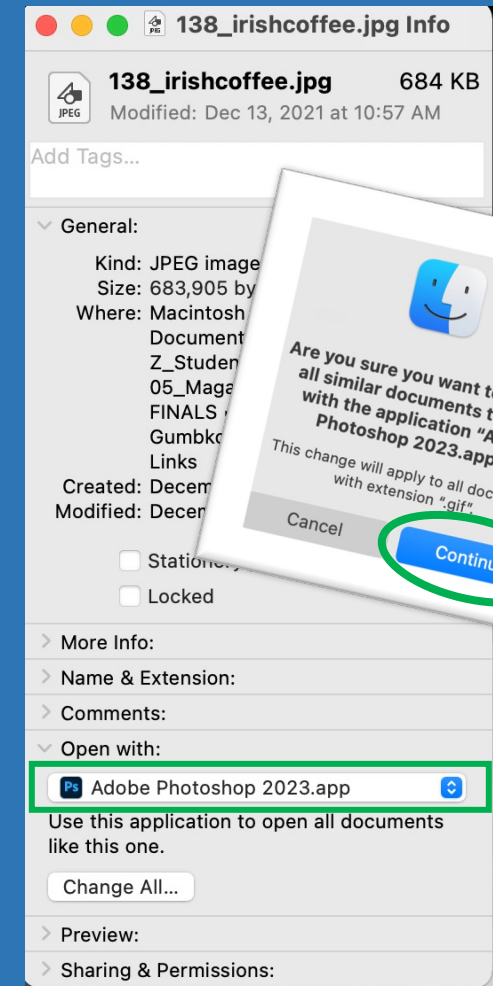
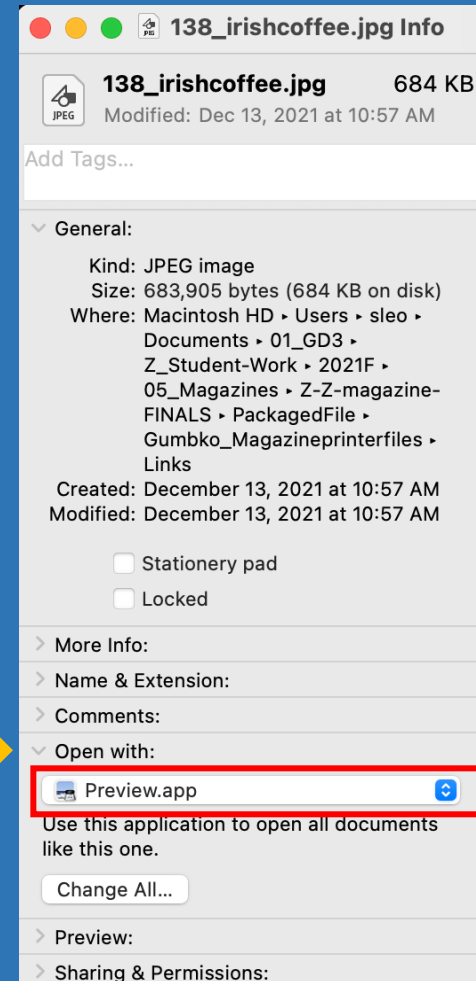
1. Go to your desktop.
2. Locate the **IMAGE.PNG** file.
3. Select the file.
4. Click **Cmd+I** to get the Info Menu to Popup.
5. Twirl open the Open with section and change the application from Preview to Adobe Photoshop.



Now, let's get to re-mapping...



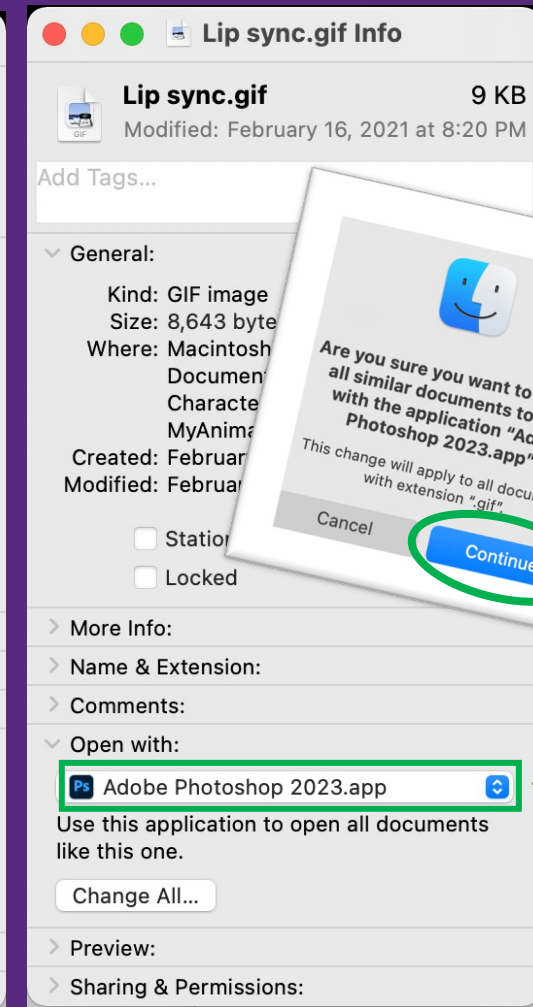
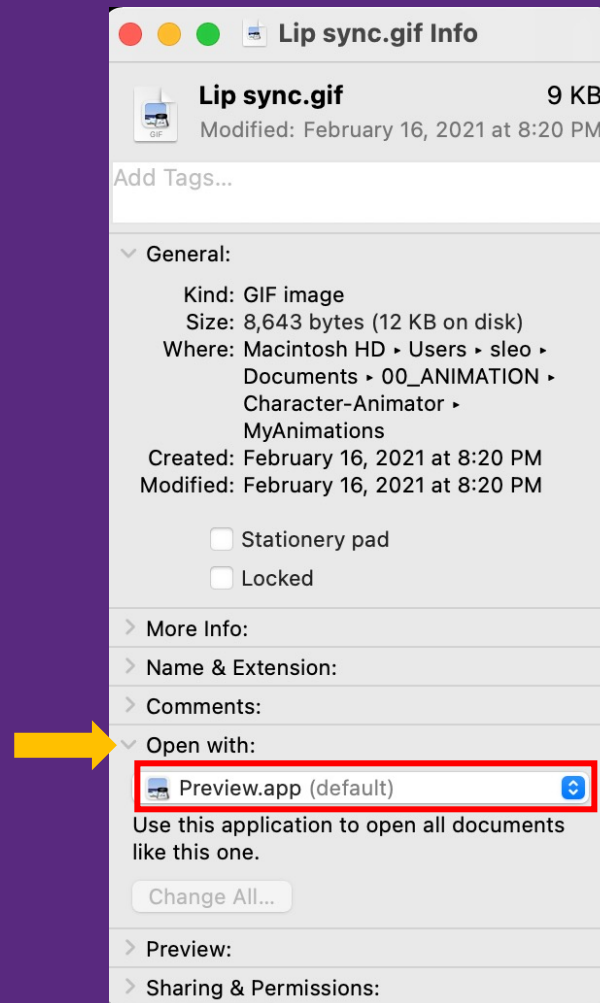
1. Go to your desktop.
2. Locate the **IMAGE.JPG** file.
3. Select the file.
4. Click **Cmd+I** to get the Info Menu to Popup.
5. Twirl open the Open with section and change the application from Preview to Adobe Photoshop.



Now, let's get to re-mapping...



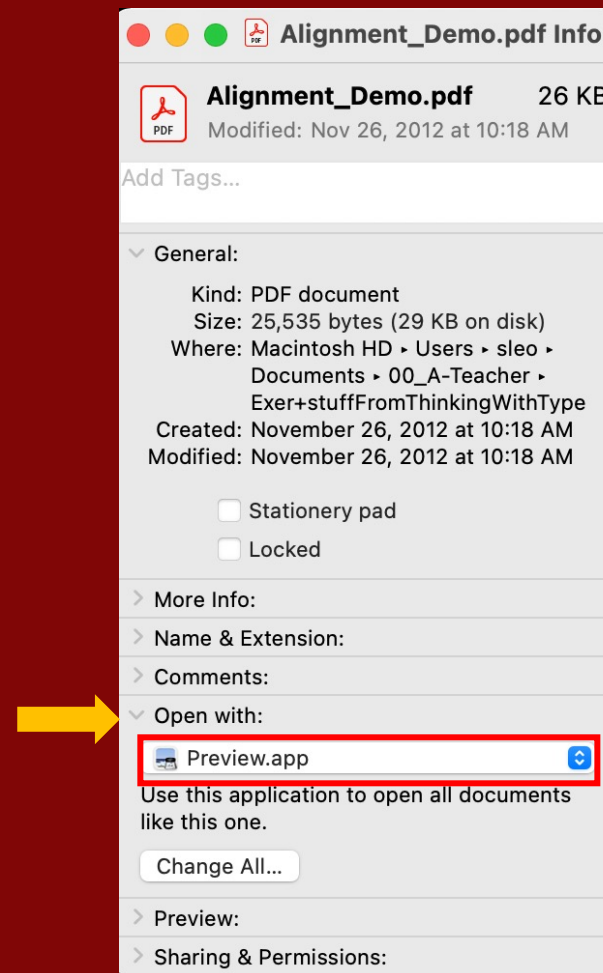
1. Go to your desktop.
2. Locate the **IMAGE.GIF** file.
3. Select the file.
4. Click **Cmd+I** to get the Info Menu to Popup.
5. Twirl open the Open with section and change the application from Preview to Adobe Photoshop.



Now, let's get to re-mapping...



1. Go to your desktop.
2. Locate the **IMAGE.PDF** file.
3. Select the file.
4. Click **Cmd+I** to get the Info Menu to Popup.
5. Twirl open the Open with section and change the application from Preview to **Adobe Acrobat**.



FACT

Don't leave files on your Desktop!

Whenever you have a file on the desktop on your Mac, it uses up system resources. All of the files on the desktop have to be loaded into active memory each time you go to the desktop.

This slows your computer down significantly.

TIP:

QUICK KEY

Keep the number of applications you have open to a small number!

A slow Mac can be a result of too many applications being open at the same time. A way to see what is open is to hold down the **command key** ⌘ and press the **tab** key.

If you continue to hold down the command key, you can toggle thru the apps that are open and can easily quit out of any applications that you aren't using by press **Cmd+Q**

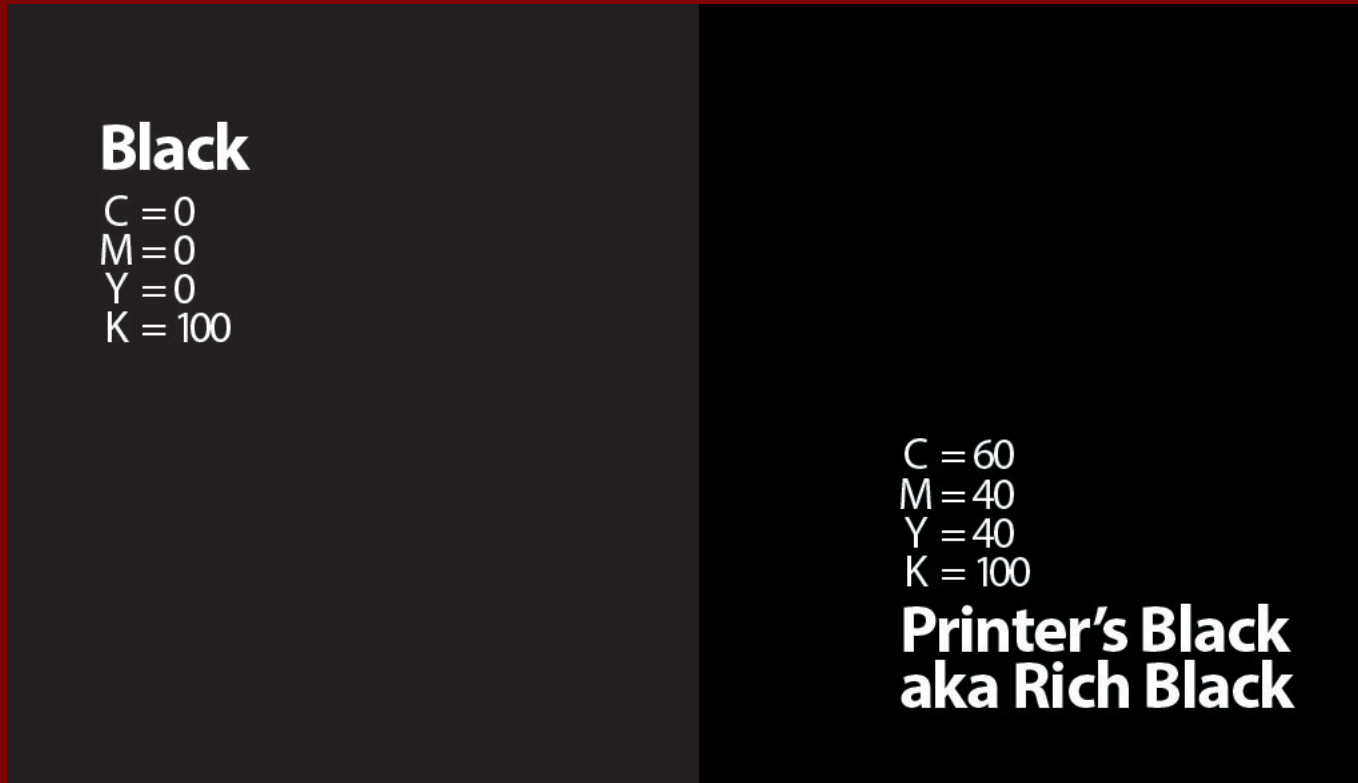
Make Your Workflow Efficient

Displaying Accurate Blacks

The computer is set to display blacks as digital color. But as designers we need to be able to see the difference between 100% Black and Printer's Black (or Rich Black) when we are working projects to be printed.



Rich Black vs K-100%



- The black in your swatch panel is 100% black (K).
- Adobe applications by default are set to make all blacks render as “Rich Black”— you can see the difference in contrast.
- We need to change this setting in both Illustrator and InDesign so that the color renders accurately.

ILLUSTRATOR / PREFERENCES / APPEARANCE OF BLACKS
INDESIGN / PREFERENCES / APPEARANCE OF BLACKS

➔ Change the setting to: **Display All Blacks Accurately.**

Time is free, but it is priceless.
You can't own it, but you can use it.
You can't keep it, but you can spend it.
Once you have lost it, you can never get it back.

“You have spent time well.”

PROF LEO

