

CLIPPER®

the *premier* art & idea service

USER GUIDE

WELCOME

to Clipper®

Clipper is your resource of top-quality, expressive illustrations and photos that brings a diversity of fresh styles and timely subjects to your visual projects and communication. Each month's exciting selection of images is accompanied by a full-color magazine that offers a wealth of pictorial ideas and graphic demonstrations — showing you innovative techniques and effective ways to use Clipper art with your favorite design and page layout programs. And, as a subscriber, you can also access Dynamic Graphics' 80,000+ image art library through our library search service. *(See pg. 3)*

BASIC REQUIREMENTS

All documentation assumes you have a basic understanding of how to use your computer and the programs you have purchased for it.

Clipper images require application(s) that are compatible with TIFF, JPEG and/or EPS file formats. The TIFF images are saved as TIFF files in Adobe Photoshop. The JPEG images are also saved from Adobe Photoshop with the highest setting for compression. EPS images are saved as Adobe Illustrator version 5 files.

Any other hardware requirements will be based primarily on the applications you use and the type of final output you plan to produce. For best results with EPS images, your printer should be PostScript compatible.

LOCATING IMAGES

PRINTED INDEX

Your printed index contains a printed pictorial index, which provides a thumbnail and file name for each image in the issue.

EXTENSIS PORTFOLIO BROWSER

Included on the CD is a copy of the Extensis Portfolio™ Browser. This application allows you to “browse” a catalog of images. You can view the thumbnail versions of the images in the catalog, search for images by keywords, preview images and copy them to your hard drive. The Extensis Portfolio Browser can run off of the CD; no installation is required.

Mac Users

Simply double-click the “EC XX01.fdb” file to open the electronic catalog with the Portfolio Browser.

Windows

1) Launch the Extensis Portfolio Browser.exe file found in the Extensis Portfolio Browser folder.

2) From the Open Catalog dialog box, move up one level and open the “EC XX01.fdb” file.

For instructions on how to use the Extensis Portfolio Browser, refer to “Portfolio 4.1 Browser QSG.pdf”. It can be found in the Extensis Portfolio Browser folder.

Current month Browser catalog: This catalog contains all the images in the current month’s Clipper package.

Current year cumulative Browser catalog: This catalog contains all the images from January of the current year through the present.

You do not need Extensis Portfolio™ browser or any of the items in the catalog folder to use the artwork on the CD.

LIBRARY SEARCH SERVICE

As a Clipper subscriber, you have exclusive access to Dynamic Graphics' extensive image library. We've spent over 35 years supporting the needs of graphic designers – and accumulating the works of top illustrators and photographers into one of the largest professional libraries.

When your project demands a specific image that isn't in your personal collection, you can call our helpful CustomerOne representatives to conduct a custom search for your unique needs. You'll need to provide your name, address and account number, as well as a description of the ideal image you're looking for. In no time at all, we'll locate your selection and have it ready to ship or modem to you for only \$10 per image (extra for overnight requests).

Or, if you prefer, you can visit www.imageBlitz.com, our online service that allows you to personally search and download images 24 hours a day, 7 days a week. Our handy keyword search lets you locate the image you need quickly. The price is still \$10 per image, whether you download it or we find it for you. (Outside USA, please contact your local Dynamic Graphics representative for prices and availability.)

Custom image search: 800-227-7048 ext. 103

Search & download: www.imageBlitz.com

USING CLIPPER IMAGES

PAGE LAYOUT PROGRAMS

Open or create a document in your page layout program, then PLACE any TIFF or EPS image.

- In QuarkXPress, draw a picture box, then choose Get Picture from the File menu.
- In Adobe PageMaker, choose Place from the File menu, select the desired image, then click where you want the image to be placed.
- In Adobe InDesign, choose Place from the File menu, select the desired image, then click where you want the image to be placed.
- In Microsoft Word, place the cursor where you want the graphic to be, then choose Insert from the Picture menu.

DRAW PROGRAMS

OPEN or IMPORT any EPS image.

- In Adobe Illustrator, choose Open from the File menu.
- In Macromedia FreeHand, choose Open from the File menu.
- In Corel DRAW!, choose Open or Import from the File menu.

When you open or import an EPS image in a draw program, you will be able to manipulate the image just as you would manipulate artwork that you created in the program — deleting or redrawing shapes, changing colors, etc.

Many of your images have grouped elements — that is, related elements are grouped together so that an entire section or object can be lifted out and used as stand-alone artwork. In order to pull apart the grouped elements of an EPS file, you must open or import it in a PostScript draw program like Adobe Illustrator or Macromedia FreeHand.

Caution for FreeHand users: Artwork can also be accessed by choosing Place from the File menu, but when you use this option, you will not be able to edit the artwork. To be sure you can edit the artwork, use the Open command rather than the Place command.

OPEN, IMPORT, or PLACE any TIFF image.

- In Adobe Illustrator, choose Open or Place from the File menu.
- In Macromedia FreeHand, choose Open or Import from the File menu.
- In Corel DRAW!, choose Open or Import from the File menu.

When you open, import, or place a TIFF image in a draw program, you will not be able to edit the image.

USING CLIPPER IMAGES

PAINT PROGRAMS

OPEN any TIFF image.

- In Adobe Photoshop, choose Open from the File menu.

When you open or import a TIFF image in a paint program, you will be able to manipulate the image just as you would manipulate artwork that you created in the program – applying filters, making selections and filling them with color, etc.

OPEN any JPEG image.

- In Adobe Photoshop, choose Open from the File menu.

Before you print a JPEG image, you will need to decompress it for printing. To do this, open it in a paint program such as Photoshop and re-save it in either TIFF or EPS format.

OPEN any EPS image.

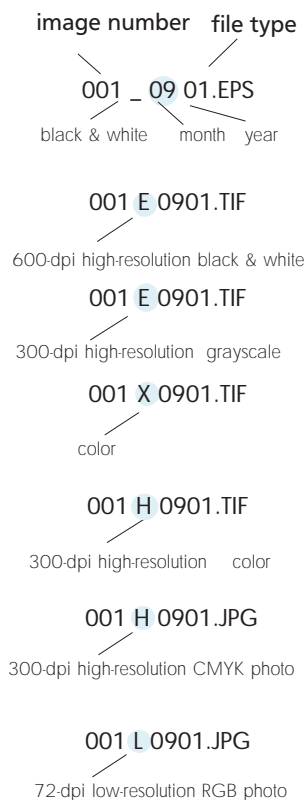
- In Adobe Photoshop, choose Open from the File menu.

When you open or import an EPS image in a paint program, it will be converted from vectors to pixels. You will be able to manipulate the image just as you would manipulate artwork that you created in the program – applying filters, making selections and filling them with color, etc. – but you will not be able to edit the contours as you would in a vector-based draw program.

If your application was not listed above, please consult your manual for compatibility.

FILE NAME CONVENTION

Each image is identified by a file name.



EPS (Encapsulated PostScript®) art is resolution-independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality. "Grouped elements" are those EPS files that when opened in a Postscript draw program contain objects that are easily selected by a single click.

TIF (Tagged Image File) art is bitmapped, and resolution affects quality. Illustrations are provided in a variety of resolutions:

Black & White Art- 300 and 600 dpi
Grayscale Art- 170 and 300dpi
Color Art- 170 and 300dpi

JPG: (Joint Photographic Experts Group) images are compressed at a high setting. Stock photographs are provided as 300 dpi/CMYK files and 72 dpi/RGB files.

CONCEPTS & DESIGNS FOLDER

The Concepts & Designs Folder contains files you'll use to follow the step-by-step instructions in the how-to features in Concepts & Designs magazine.

In the magazine, these tutorial files are identified by the filename running vertically to the left of each image.

Software requirements:

Tutorial files were created with the following software versions: Photoshop 5.0, Illustrator 8.0.1, and QuarkXPress 4.04. Some tools or features may not be available in other versions of the software.

Please e-mail your comments, suggestions, or requests for specific tutorial exercises to: sutton@dgusa.com.

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Roger Van Zandbergen

(309) 687-0154

TECH SUPPORT & CONTACT INFORMATION

Visit us on the World Wide Web at
<http://www.dgusa.com>

Dynamic Graphics, Inc.
6000 N. Forest Park Drive
Peoria, IL 61614-3592

Content Directors:
Corey Smith
smith@dgusa.com

Jim Mystic
mistic@dgusa.com

Technical Support/CustomerOne
Phone: 800-255-8800
Fax: 309-688-5873
Business hours - Monday through Friday 8 am to 5 pm central time

International customers, contact your local Dynamic Graphics representative.

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