Robin Williams Visits SCAD

Keynote Speaker at Focus on Computers Week

The Macintosh's best-known and best-loved writer will be the keynote speaker at The Savannah College of Art and Design's Focus on Computer Art Week. Ms. Williams' talk will be held on October 25 at 7:30 P.M. in Oglethorpe House (corner of Oglethorpe and Barnard). The presentation will be free and open to the public. All are invited to attend.

The Little Mac Book, now in its third edition (and not so little any more), is one of the top three best-selling Macintosh books in the world. It has been translated into eight languages.

The Mac is not a typewriter is also one of the top three best-selling Mac books in the world. It has been translated into five languages.

PageMaker 4: An Easy Desk Reference (available in both Mac and PC versions) is claimed by the Boston Professional Computer Users Society to be "the best computer book on *any* subject."

Tabs and Indents on the Macintosh, is new; it was reviewed in last month's *Mac Monitor.*

Jargon: An Informal Guide to Computer Terminology is also new. It is reviewed elsewhere in this issue of *Mac Monitor,* where it is called "by far the best computer dictionary."

Robin is also involved in several publications: she writes a column for the *Boston Computer Society Magazine* dealing with Macintosh-specific topics. She is Editor at Large for *Mac Home Journal,* and she is also a contributor to *MacUser, Step-by-Step Electronic Design, x-height magazine,* and others. A new column on design and typography theory in a new magazine called *Techniques* will be out in a few months, and a new column in *U&lc* will cover font technology, typography, etc.

She has spoken at MacWorld Expos all over North America, Macintosh Summit Conferences, the PageMaker Conference, Adobe Technology Exchange, and many others, including user groups all over the country — and in London!

Robin is a teacher, whether she is writing or speaking. Her professional teaching credentials include fourteen years of teaching both traditional and electronic design and typography at Santa Rosa Junior College. She has also taught at the Kodak Center for Creative Imaging at Camden, Maine, as well as many other places.

The topic of Robin's main presentation during SCAD's Focus on Computer Art will be **Electronic Relationships.** This is a lighthearted exposé of a lesser-known facet of electronic communications — interpersonal relationships. Modems are being used, not only for business, but also for making friends, partying, and serious romancing that has many times led to marriage. Robin will talk about how this non-visual communication medium changes and restructures the typical personal relationship. The talk will take place on October 25 in Oglethorpe House at 7:30 **p.m.** and will be open to the public. Everyone is invited.

Earlier that day she will be conducting special workshops for SCAD students. One of these will be called **Beyond *The Mac is not a Typewriter.*** This will be a hands-on class focusing on the more sophisticated typographic details that create the most professional, high-quality typography. Uses PageMaker.

Another workshop for SCAD students will focus on **Advanced Tips, Tricks, and Topics in PageMaker.** This will also be a hands-on class that takes advantage of all the little tricks using paragraph rules, style sheets, search-and-replace, tabs and indents, power pasting, and sundry other tips that can save many hours.

Robin came into prominence with the national publication of *The Little Mac Book* and *The Mac is not a typewriter.* These books grew out of the handouts that she had prepared for her students. Both started out as self-published books. The original name of *The Little Mac Book* was *Macintosh Basics: An Informal Guide To Using the Macintosh,* and it consisted of 5,000 copies. *The Mac is not a typewriter* began its life in an edition of 2,000 copies.

When the book was first reviewed in *Aldus Magazine,* Robin's company wasn't even listed in the phone book, because she couldn't afford a business line. *The Little Mac Book* has now sold over 330,000 copies in eight languages.

There are many more projects in Robin's future. Among those currently in the works:

• *The Font Book,* on font technology and management.

• *Graphic File Formats,* what are they, which one do I use?

• *The Little Design Book,* plus CD-ROM version.

• *The Little Mac Book* on video and CD-ROM.

• *Beyond The Mac is not a typewriter:* advanced typographic topics.

Mark your calendar for Monday, October 25. SCAD's Oglethorpe House is on Oglethorpe at the corner of Barnard Street.