# ADOBE GRAPHICS SAMPLER CD 1200

Guide to PDF contents

Adobe

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WELCOME

Welcome to the PDF section of the Adobe Graphics Sampler CD. We've included information about the Adobe family of products, tutorials, customer spotlights, product support, plus professional tips and techniques on using our products.

All the files in this section are stored in Adobe's Portable Document Format (PDF). The Adobe Acrobat Reader will let you view and print any of them.

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**1994 Annual Report**

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## Adobe Products Catalog: Spring & Summer 1995

Adobe software gives you complete control over the creation, production, and distribution process. See your ideas come instantly to life. Explore as many options as you like. Generate the highest quality output. Share your work across the company. When you use Adobe software tools, individually or together, you can communicate more effectively and express yourself in more ways than you ever dreamed possible.

ADOBE PRODUCT BROCHURES

## Adobe Acrobat Product Brochure

Adobe Acrobat software is the fastest, lowest cost way to move beyond paper. Simply “print” files to Portable Document Format (PDF). You get everything you expect from your documents—color, graphics, fonts, easy navigation and printing—plus the efficiency of electronic access.

## Adobe Acrobat Upgrade Coupon

Right now, you're probably using Acrobat Reader to view a Portable Document Format (PDF) file created by someone else. By upgrading to Acrobat 2.0, you can create your own PDF documents. To find out more, take a look at this interactive brochure.

ADOBE PRODUCT BROCHURES

## Adobe Acrobat Capture

Acrobat Capture software turns everyday business and "legacy" documents into accurate, searchable electronic files that look exactly like the printed page. The program automatically recognizes the different elements of a page, producing an exact electronic copy in the Adobe Portable Document Format (PDF). As a PDF file, your document can be distributed to anyone using a Macintosh, Windows, DOS or UNIX computer.

## Adobe Acrobat: A Guide to Related Products and Services

Today, many software manufacturers and businesses are recognizing the tremendous value of Adobe Acrobat software. This document is a guide to these emerging services and products.

ADOBE PRODUCT BROCHURES

## World Wide Web Publishing with Adobe Acrobat Software

Publishing on the Web with Adobe Acrobat software lets organizations make fully formatted documents accessible to users around the world, and reduce the costs associated with traditional publishing and distribution of printed materials.

## Adobe Acrobat on the World Wide Web

This booklet provides an introduction to the World Wide Web and Web publishing.

## Adobe Acrobat Product Backgrounder

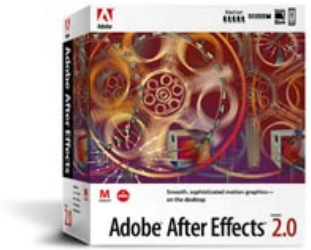
With Adobe Acrobat 2.0 software, organizations can bring the power of electronic documents to a broad spectrum of users. Acrobat allows you to create electronic documents that can be viewed, searched and printed from virtually any computer or printer. Using Adobe's Portable Document Format (PDF), Acrobat ensures that the document you create is the document everyone else sees—regardless of the hardware, software and fonts in their computers.

ADOBE PRODUCT BROCHURES



## Adobe After Effects

Adobe After Effects is the professional tool for broadcast design. This single application puts limitless motion graphics, video compositing, and special effects capabilities at your fingertips—at a fraction of the cost of a dedicated hardware system, but without compromising quality.



## Adobe Collector's Edition Initial Caps 1, 2 and 3

When you want a touch of class, try the Adobe Collector's Edition: Initial Caps collection. Inspired by artwork of eras past, these three decorative clip art assortments by Marwan Aridi are rich with texture, evoking everything from stained glass to embroidery.



## Adobe Dimensions

Now you can easily create 3D artwork and type—or add depth to your existing artwork—in Adobe Dimensions software.

## Adobe Fetch

A cataloging, browsing, and retrieval tool designed for individuals or workgroups who use mixed media in professional production environments.

## Adobe Font Folio CD-ROM

The world's best collection of Type 1 typefaces on CD-ROM. Adobe Font Folio software gives you quick and convenient access to the high-quality collection of classic typefaces and original designs in the Adobe Type Library. The disc includes typefaces for Macintosh and Windows platforms.

## Adobe Illustrator Version 5.5 for Macintosh

The leading illustration and page design tool. Adobe Illustrator—the best-selling Macintosh illustration program—gives you powerful yet easy-to-use drawing tools and superior text-handling features. Graphic artists and enthusiasts, technical illustrators and desktop publishers will find unlimited creative options in this innovative design program.

## Adobe Illustrator Version 5.5 for Sun

Adobe Illustrator gives you powerful yet easy-to-use drawing tools and superior text-handling features. Graphic artists and enthusiasts, technical illustrators and desktop publishers will find unlimited creative options in this innovative design program.

ADOBE PRODUCT BROCHURES

## Adobe Illustrator Version 4 for Windows

Adobe Illustrator software for Windows gives graphic artists, technical illustrators and desktop publishers a powerful, professional design tool for the Windows environment. The most advanced, feature-rich version available, this program combines precise illustration and single-page design capabilities in one complete package.

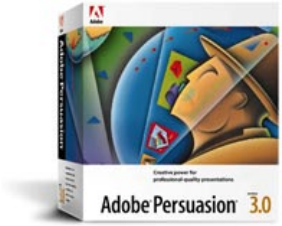
## Adobe PageMaker

Adobe PageMaker software offers professional publishing tools tailored for each person in the publishing cycle: graphic artists and designers; writers, editors, and typesetters; production artists and prepress personnel. With PageMaker, you can gain complete control over every aspect of the process, saving significant time, effort, and money over traditional methods.

ADOBE PRODUCT BROCHURES

## Adobe Persuasion

The ideal presentation graphics software for consultants, analysts, and other professionals who spend much of their time producing or delivering conceptual and data-intensive presentations.



## Adobe Photoshop

The world's leading photo design and production tool! Adobe Photoshop software lets you create original artwork, correct color, retouch and composite scanned images, and prepare professional-quality separations and output with more flexibility than ever before.

ADOBE PRODUCT BROCHURES

## Adobe Premiere

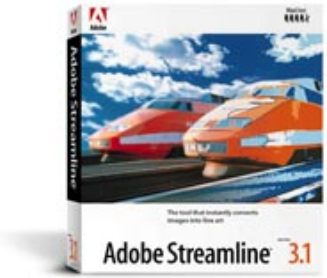
Now it's easier than ever to create high-quality digital movies and videotapes. Adobe Premiere 4.0 software is the powerful editing program that lets you easily combine video, audio, animation, still images and graphics to bring your ideas to life.

## Adobe PrePress Products

Automate your prepress work with the Adobe PostScript software solution. PostScript manufacturing—an integrated world of electronic prepress, where you control each step of the process. From design to film, Adobe prepress products automate your work—analyzing layouts, trapping colors, imposing pages and separating files—while managing the entire workflow. The Adobe PostScript manufacturing solution—time-saving prepress from start to finish.

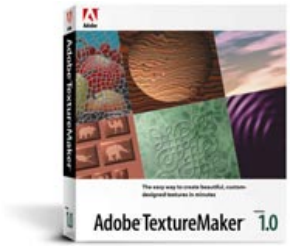
ADOBE PRODUCT BROCHURES






## Adobe Streamline

The tool that instantly converts images into line art. Adobe Streamline software for Macintosh quickly converts scanned black-and-white or color images into flexible Adobe PostScript language line art.




## Adobe TextureMaker

Adobe TextureMaker is the easy way to create beautiful, custom-designed textures in minutes. Only TextureMaker gives you so many ways to capture and customize the organic beauty of nature. From real to surreal, each exciting, eye-catching texture you make will add dimension and dazzle to your everyday work.



## Adobe Type Basics

With Adobe Type Basics, you get everything you need to start your own type library: 65 versatile typefaces.

## Adobe Type On Call

The fastest, easiest, most economical way to buy Adobe type. With the Type On Call CD-ROM, you can buy any typeface in the Adobe Type Library, just by making a phone call. You get only the type you need, as you need it.

## Adobe Type Set Value Pack

Contains 30 popular, scalable typefaces for documents of all kinds. If you're working with type for the first time, this package will give you a simple, cost-effective way to get started.

## Adobe Wild Type

Great for beginners and experts alike, Adobe Wild Type lets you be as playful or "serious" as you want.

## A Guide to PostScript Products and Technology

An interactive document combining brochures about Adobe's PostScript page-description language.

Adobe PostScript

## The Adobe Difference

This document describes the benefits of Adobe software products for the publishing, graphics and business communities.

## Adobe Product Awards

A comprehensive list of awards presented to Adobe software products.

UPGRADES

## Up Adobe: Spring & Summer 1995

Find the Adobe products that you currently own to see the cost and the information needed to upgrade your products to the most recent versions.



## Adobe Press: Books in Print 1995

Books to master the art and technology of digital communications.

ADOBE PRESS

## The Adobe Plug-in Source

The best way to reach—and sell to—Adobe customers. You can apply for membership in the Adobe Plug-in Source if you are a developer of Plug-ins or other add-on products that add unique and specific value to Adobe's product line. The Adobe Plug-in Source is an independent, member-owned cooperative to market, sell, and distribute your products to targeted customers—the installed base of Adobe software users.

THIRD-PARTY PRODUCTS

## The Adobe Plug-in Source Catalog

This document is a list of available third-party Adobe Plug-ins available for Adobe Acrobat, Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, Adobe Premiere and Adobe Fetch. In the U.S. and Canada, most of the Plug-ins listed here are available from the Adobe Plug-in Source, at 1-800-685-3547. Business hours are 6 AM to 6 PM PST Monday–Friday. International orders can be sent by facsimile to 1-206-489-3446.

These four tryout tutorials are designed to give you hands-on experience with each program.

## Adobe Illustrator tutorial

Experiment with the powerful electronic tools that are similar to traditional design tools used to create illustrations.

## Adobe PageMaker tutorial

Explore the concepts and tools used to create professional-quality publications in PageMaker.

ADOBE PRODUCT TUTORIALS

## Adobe Premiere tutorial

Create, edit, and preview a short movie, applying special effects, filters, and a soundtrack.

## Adobe Photoshop tutorial

Use the image-editing tools, starting with the basics and then moving on to more complex tasks, such as creating channels and masks and using color-correction tools.

*Have fun exploring!*

## Professional Studio Techniques

This section contains a sampling of tips and techniques from *Design Essentials, Imaging Essentials, and Production Essentials,* three Professional Studio Techniques books for Macintosh, Windows, and UNIX.

These books provide step-by-step procedures for creating graphic and photographic effects using Adobe products: Adobe Acrobat, Adobe Dimensions, Adobe Illustrator, Adobe

ADOBE PRODUCT TECHNIQUES



Photoshop, Adobe Premiere, Adobe Streamline, and Adobe Type Library software.

## The Johnee Bee Show

For illustrator Johnee Bee, who began his career as an airbrush artist, the biggest advantage of working in the Adobe Illustrator program is that it's so easy to make changes.

ADOBE CUSTOMER SPOTLIGHTS

## Capps Studio Ltd.

"We used to spend two days making one change to an ad," says Chris Miller of Capps Studio. "With Adobe Acrobat, we can make two changes in one day. Acrobat allows us to provide a faster time to market, and this can give our clients a competitive edge."

## Ron Chan

Ron Chan is a dedicated Adobe Illustrator user, but he doesn't believe that sitting down at the computer is the best way to start an illustration.

## Cocchiarella Design

In the late 1980s, after almost ten years as a commercial photographer, Nino Cocchiarella took a job as a manager of a small photography studio in Evansville, Indiana. After a couple of years, the demand for commercial photography declined, and Cocchiarella began to take a close look at combining his experience with computers with his fine arts and photography background.

## Electronic Images

Nick Fain calls it "computer airbrushing," and it's one of his specialties. "I start with a photograph, merge it with synthetic illustration and try to make the resulting image look like an unretouched photograph," he says.



## First Call Corporation

"First Call *Research Direct* and Adobe Acrobat give money managers the research they want, when they want it, in a way they can use it," says Carolyn Mattimore, Vice President for First Call.

## Intel Corporation

Intel is increasingly using Adobe Acrobat software to distribute documents electronically, thus disseminating information to a wider range of individuals more quickly and cost-effectively than it can with printed materials.

## Thomas-Bradley Illustration & Design

Tom Neal admits he's been a car buff for a long time. "I was always drawing cars in high school," he says. "It's likely I would have ended up doing something related to cars, but if it weren't for Adobe Illustrator, I wouldn't be in this line of work."

## Time Magazine

"…when a graphic calls for 3D effects, using Adobe Dimensions software helps us get it done more than twice as fast as doing it by hand."

## twenty2product

"Before Adobe Premier," says Terry Green a partner at twenty2product, "most of the budget went straight to into post-production houses... I can honestly say that Adobe Premier has given us an improved quality of life and a more profitable business."

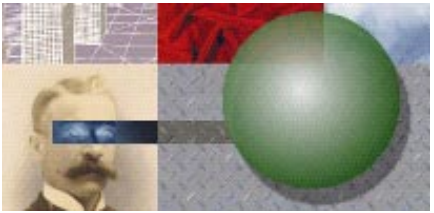
## The Wharton School, University of Pennsylvania

Faculty and students get easy access to a world of information using Adobe Acrobat products.



## Marc Yankus

New York-based freelance illustrator Marc Yankus first set aside his paper, scissors and glue for a Macintosh computer, a flatbed scanner and Adobe Photoshop digital imaging software in 1990. Since then, he has continued to build his reputation as an illustrator, specializing in striking digital collages.



Adobe offers a variety of support services for its family of products.

## For general information

In the U.S. and Canada…

- Call 1-800-628-2320
- Contact your local Adobe Authorized Reseller

In other countries…

- Contact the nearest Adobe distributor or representative
- Call Adobe U.S.A. at 1-206-628-2749 for help in finding your nearest Adobe distributor

ADOBE CUSTOMER SUPPORT

## Adobe On-line

- Adobe Home Page on the World Wide Web: *http://www.adobe.com/*
- Internet ftp site: fttp.adobe.com
- CompuServe: GO ADOBESYS or GO ADOBEAPP
- America Online: Select “Keyword” from the “Go to” menu and type “Adobe” in the “Keyword” dialog box
- Adobe Technical Support BBS: 1-206-623-6984

## Adobe FaxYI

FaxYI is a free fax-on-demand system that will fax you any of 1,400-plus technical and customer service documents. From a touch-tone phone, call 1-206-628-5737 and follow the instructions.

Browse the indexes below to see what information is available. The indexes are updated frequently, so call to receive the most current index before ordering a FaxYI document.

**Macintosh index**

**Windows index**



## Adobe Educational Services

Adobe produces a variety of educational materials, classes, and courses to provide comprehensive training in Adobe software. Designed and tested in Adobe classrooms, our professional courseware has earned an excellent reputation in the training field.

## Adobe Authorized Service Providers

The Adobe Authorized Service Providers are companies that output, image, or render files their customers create with Adobe software for both print- and electronically-based media.

AASP regional directories:

**Canada**

**Eastern United States**

**Central United States**

**Western United States**





## Adobe Magazine

A sampler to acquaint you with *Adobe Magazine*, our widely acclaimed user magazine. Published bimonthly, with an extra issue in December, *Adobe Magazine* is sent free of charge in the U.S. and Canada to registered users of Adobe software; subscription and international rates are also available.

*Adobe Magazine* is designed to help users of Adobe's professional products get their work done better and faster, and to entertain, educate, and inspire them along the way.

Adobe products are available worldwide and in many languages. These files list our products by language and our international subsidiaries and authorized distributors.

## European products

A list of local language versions of Adobe products for Europe.

## European offices

A list of Adobe offices in Europe.



## Pacific Rim products

A list of local language versions of Adobe products for Latin America, the Caribbean, Far East, Japan, Pacific, Southeast Asia, and India.

## Pacific Rim distributors

A list of Adobe authorized distributors in the Pacific Rim.

For more information about the Adobe family of products:

In the U.S. and Canada…

- Call 1-800-628-2320
- Contact your local Adobe Authorized Reseller
- See our home page on the World Wide Web: *http://www.adobe.com/*

HOW TO BUY

In other countries…

- Contact the nearest Adobe distributor or representative
- Call Adobe U.S.A. at 1-206-628-2749 for help in finding your nearest Adobe distributor

A complete listing of Adobe distributors outside the United States is included in the "International" section.

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