



Larry Miles

SPRING TRAINING

Have you thought about what classes you would like to attend at McClung's Spring Training? I highly recommend them! Visit the link below to help us shape our schedule.
—Larry

GoTo.McClungTraining.info

InDesign Photoshop Direct Mail Illustrator Acrobat/Prep Quark

McGraphics TIPS OF THE TRADE

McClung Companies An Employee-Owned Company

February / March 2014

What is Adobe CC all about?

Ever since Adobe released *Creative Cloud* earlier last year, there has been a lot of angst and confusion about what it really means. I've attended some webinars, done some reading and talked with various experts, so hopefully I can answer some of your questions.

The basic change is that Adobe has moved away from a perpetual license (you buy the software and use it as long as you want) to a subscription model (you pay every month or year to use it, like your anti-virus subscription).

Adobe calls the new product *Creative Cloud* (or CC for short), but the software still resides on your computer just like before. The only difference is that every couple months it will go on the Internet to check that your subscription is up-to-date. Also, you won't be able to buy a DVD of the software; it will be downloaded from the web.

With this transition Adobe will continue to sell and support CS6. However, I would suspect that as new computers and operating systems come out that CS6 wouldn't run on, one would be forced to upgrade to CC.

There are many new benefits and features to CC. There are new fonts (that only work with CC), 20gb of

online storage and easier collaboration between users in a group or team. With your CC subscription you can download any software package that you want, including the Digital Publishing Suite for making digital magazines for the iPad, for example.



Here are a couple features that InDesign CC has: QR code creator, 64-bit code for faster processing and a modern user interface. Some new Photoshop CC features are mentioned on the other side of this newsletter.

Adobe has noted that they are working with certain groups that may want to use its cloud services but are prohibited for various reasons—mainly government, educational and enterprise customers who have security or workflow issues.

There are two ways to get a CC subscription: an individual license and a team license. Team licenses are designed for businesses and groups that have multiple users. Individual licenses are designed, amazingly, for single users.

An individual license is tied to a particular email address and has 20gb of online storage. You buy the license through Adobe's website.

Team licenses have centralized deployment and administration, are not tied to a particular email address, get 100gb of online storage per license and have exclusive access to Adobe experts. You also get a centralized website to show off projects, etc. You buy a team license through a reseller like CDW. Even though it's called a team license, you can start off by buying just one license and get more later.

One license can be installed on two computers, just like previous versions of Creative Suite.

Adobe CC needs at least Mac OS 10.7 and Windows 7. It will work with the latest Mac OS, 10.9 Mavericks, as well.

If you have any questions about Adobe CC, give us a call! We'll be glad to help you figure it out.

—Paul Groff

How to get the best photos from your compact camera

It's small, doesn't have all the bells and whistles, but your compact camera (or even your smartphone camera in most cases) can give you lots of great photos for your next design project.

Here are some of our favorite tips from the photographers at McClung:

1. Take lots of shots. This is obvious, but bears repeating. Take a bunch, then change the angle and take some more. Take vertical photos to fill the frame when needed.

2. Half press the button to eliminate shutter lag. Half pressing allows your camera to focus and calculate the exposure before the action begins.

3. Get a blurred-background effect by backing up and zooming in. Digital SLRs can automatically do this, but you may be able to achieve this by backing up and using the camera's zoom. (Make sure the subject is away from the background you want to be blurry.) Make sure to only use the optical zoom, as the digital zoom just interpolates data.

4. Don't believe the megapixel myth. True, a camera with more megapixels has more data, but that is not a measure of the quality of the photo the camera takes. (Almost all cameras these days have sufficient megapixels.) One thing we suggest is making sure your camera performs well in low light situations (see tip #6).

5. Make sure to set the pixel size on your camera at a sufficient resolution. Depending on the megapixel size of your camera, you may not need to use the highest setting, but don't use the

lowest, even if you are shooting for the web. It may turn out you need that photo for a print piece as well!

6. Turn off the flash. Flash photography is often too harsh and bright. Turn off the flash, steady yourself and boost the ISO (but beware if the ISO is too high, you'll get a grainy photo). You may need to adjust the white balance setting to get the correct color. (White balance removes color casts based on the type of light source.)

7. Turn on the flash for outdoor portraits. If the subject is in the shadows on a sunny day, you'll want a fill-in flash to brighten your subject.

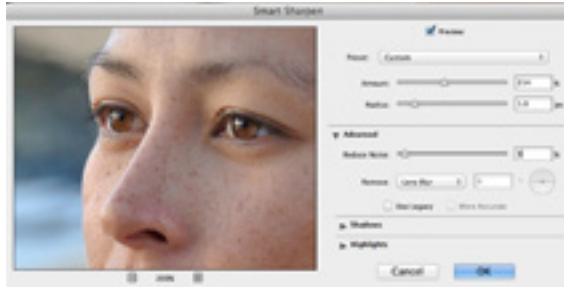
8. Take lots of shots. Did we mention take lots of shots? Better to have more than you need than not have a usable shot.

Feel free to contact us here at McClung for all your photography questions!

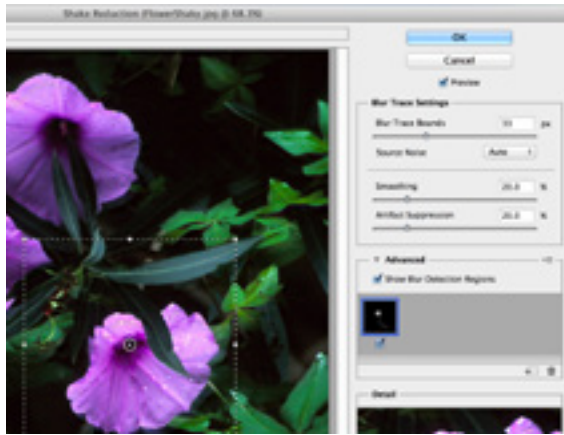


Preview of three new Photoshop CC features

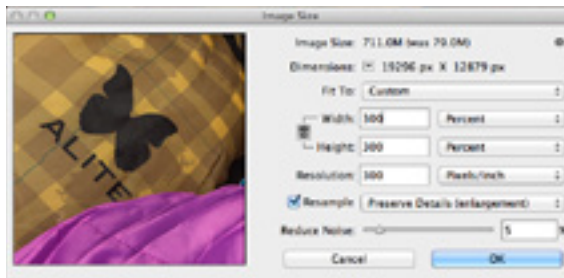
Smart Sharpen. This improves upon the venerable Unsharp Mask filter that's been in Photoshop since forever. It does a better job of maximizing clarity and minimizing noise and the halo effect. You'll find it in the Filters/Sharpen menu.



Camera Shake Reduction. This new filter analyzes the trajectory of the camera shake and helps restore sharpness. According to Adobe, it works best with decently lit images having low noise. You'll find it in the Filters/Sharpen menu.

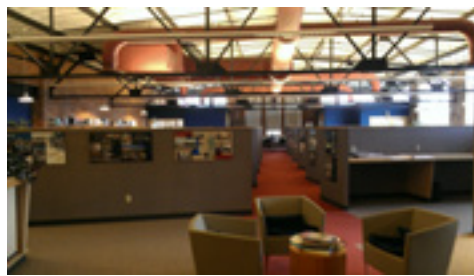


Intelligent Upsizing. You now have better options for upsizing an image in the Image Size dialog box. You can choose "Preserve Details" in the Resample drop-down menu to help preserve sharpness and reduce noise normally associated with enlarging images.



Immerge Technologies expands at new location

Immerge Technologies, the web development division of McClung Companies, has moved to a new location, giving them expanded space due to continued rapid growth. The move was not far however, just across Court Square in downtown Harrisonburg in the same building that houses Court Square Theater.



"Our new location offers a professional environment where we can foster our client relationships and grow the team," noted Marcus O'Malley, Director of Sales & Operations at Immerge. "We're excited for what McClung and Immerge have in store for 2014."

McClung Companies since 2010. Immerge offers a broad range of technology solutions that provide clients with exactly what they need—whether it be establishing a web presence, revamping an existing website or providing a full custom web marketing package.

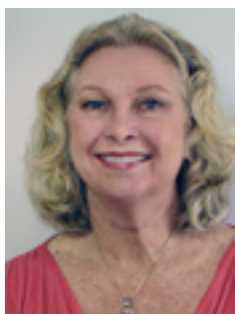
Immerge Technologies is a full-service web design and software development agency founded in 2004 and part of

The new address of Immerge is 50 W. Market St., M Floor, Harrisonburg, VA 22801.

—Paul Groff

Cleveland awarded employee of the quarter

Anne Cleveland was recently chosen Employee of the Quarter at McClung Companies. She is an account manager in central Virginia. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.

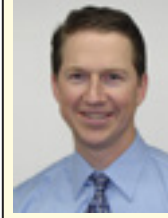


Anne Cleveland received the fourth quarter award.

"Anne's contribution to the team last year has truly been outstanding," noted Larry Miles, President and CEO of McClung. "We're all excited for the success she's having, as well as grateful to call her a part of the McClung team."

Cleveland has worked four years at McClung and has over 34 years experience in sales and printing. She lives in Charlottesville.

LARRY'S WORD



It's all about communication

by Larry Miles,
President and
CEO

In a survey I recently read, respondents were asked what they considered the biggest obstacle to healthy client relationships. Communication issues were chosen by 61%. When asked about the *easiest* way to communicate, 80% chose email. When asked about the most *effective* way to communicate, 68% chose in person. The consensus of the study was that while communication has certainly become *easier* over the past few years it has not necessarily become any more *effective*.

Experts have long maintained that 80–90% of communication is visual, so it seems reasonable that a lot is lost when emails are substituted for in-person interactions. On the flip side, though, meeting in person with everyone instead of emailing them would significantly reduce the volume of communications someone is able to accomplish.

At McClung Companies, we're interested in increasing the effectiveness of all of our communications. Part of that is up to you, though, so if there is ever a time when you'd prefer we communicate in a different manner, please let us know!

MCWORD OF THE DAY

ISO (film speed) = Measure of the sensitivity of light in digital and film imaging systems.

For a complete printing word list, see www.mcclungco.com/glossary/

McQUIZ

In which year was Photoshop 1.0 released?

E-mail answers to mcmarket@mcclungco.com by April 11. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift certificate!

Congratulations to Lynda McMillan of Sunnyside Communities for winning last issue's McQuiz! Thanksgiving became an annual tradition in the U.S. in 1863.

MC
McClung Companies

Since 1946 McClung Companies has coupled expertise and technology with commercial printing, so that our customers can streamline processes, support sales efforts and implement marketing initiatives.

550 N. Commerce Avenue • Waynesboro, VA 22980-2832

800.942.1066

540.949.8139 • Fax 540.942.8706 • www.mcclungco.com • mcmarket@mcclungco.com

McGraphics
Publisher: Larry Miles
Editor: Paul Groff
Photos: Rick Bukoskey

Home of DMA-
certified pros

• Creative Development • Cross-Media • Database Services • Fulfillment Systems • Graphic Design
• Internet Marketing • Mailing • Marketing Strategy • Offset & Digital Printing • Training • Website Development



Did you know?

Printing is America's largest small manufacturing business. **There are more printing plants in the US than McDonald's**, making it the most geographically dispersed industry.

valuemobile.printing.org/By-the-Numbers