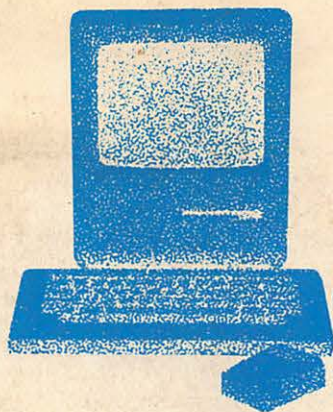


macintosh



101 WAYS

to Use a Macintosh:

A PRACTICAL GUIDE FOR THE REST OF US

David D. Thornburg

**101 WAYS TO USE A MACINTOSH:
A PRACTICAL GUIDE
FOR THE REST OF US**

WITHDRAWN
May be sold for the benefit of
The Branch Libraries of The New York Public Library
or donated to other public service organizations.

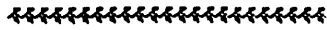
David D. Thornburg

Random House



New York

About this Book



The text and illustrations in this book
were created on the Macintosh. The text was set
in the Macintosh New York font.

Text and illustrations were produced on
an Apple Imagewriter Printer
using the High Quality and Print Final options.
Special Heads were set in Helvetica
by Rochester Mono/Headliners.

Copyright © 1984 by David D. Thornburg

All rights reserved under International and Pan-American Copyright
Conventions. Published in the United States by
Random House, Inc., New York, and simultaneously in Canada
by Random House of Canada Limited, Toronto.
Manufactured in the United States of America
First Edition

Library of Congress Catalog Card Number : 84-42950
ISBN Number : 394-72969-2

Printing Code : 456789KP54321

Editorial : Gerry Gabianelli and Carol Scheer
Design and Production: Thomas Vroman Associates, Inc.
Cover Photographs: Ray Hoover

Grateful acknowledgement is made to the following
for permission to reprint previously published material:
The poem "somewhere i have never travelled, gladly beyond"
from ViVa by E. E. Cummings, is reprinted
by permission of Liveright Publishing Corporation.
Copyright 1931, 1959, by E. E. Cummings. Copyright © 1979,
1973 by The Trustees for the E. E. Cummings Trust.
Copyright © 1979, 1973 by George James Firmage.

Macintosh™ is a trademark licensed to Apple Computer, Inc.
MacPaint™ and MacWrite™ are trademarks of Apple Computer, Inc.

Dedication

**To my mother
who always offers
tea with my
puns**

Foreword

Until recently, I'd become resigned to the utter lack of humor with which most of the microcomputer industry views its products, its customers, and itself. If you don't know what I'm talking about, just take a look at the "messages" that appear on your computer screen when you start using some of today's more popular software. For instance, "FATAL ERROR F23" or "ILLEGAL ARGUMENT TO DOS OPEN: CAN'T CONTINUE" doesn't make you feel very cheerful.

Let's face it, it doesn't seem as if the programmers and software designers who think up such messages are having any fun—at least not in the sense that you and I might define the word. And for years, they and their ilk have been frightening potential customers away from computers in droves. But just in time, the Apple Macintosh computer has come along to demonstrate that there is, after all, another way.

When you think about it, we really had no right to expect whimsy from such an "important" machine. After all, the experts murmured ponderously, the Macintosh project represented an attempt to "redefine the future of personal computing." Other authorities—those concerned with such matters as sales and marketing—warned that Apple would have to be extremely careful, or it couldn't hope to compete in the "productivity market" with IBM. And almost everybody agreed that the financial

viability of the Apple Computer Company was totally dependent on the successful launch of the Macintosh. Surely, then, this was no time for foolishness.

But on the day the Macintosh was introduced, Steve Jobs, the chairman of Apple, appeared before his stockholders and informed them that his new machine was, as he put it, "insanely great." And as users soon discovered, there is whimsy galore built into "Mac" and its software, from the little trash can icon you invoke when you want to dispose of unwanted data, to the built-in puzzle you can instantly hide under a business document when your boss comes along, to the option called **Goodies**—right next to such "serious" choices as **Edit** and **File**—which, among other things, lets you play with the Macintosh's graphics program as if it were a super-fast electronic kaleidoscope.

What appeals to me most, however, is the variety of type fonts and styles available on the Macintosh. When I first started to play with the MacWrite and MacPaint programs, I thought back to a beginner's printing press I owned as a child. I remembered how I used to spend days fiddling with tiny bits of rubber type, setting up a little brochure or greeting card. And I was always thrilled with the results, even though the inking was uneven and each line of text seemed to wobble all over the page. Now I had a computer system that could do infinitely more than my old printing press

could do—and it could do it perfectly, in just seconds. Here, in short, was a machine with which I could do things that were fun—things very different from spreadsheet analysis, balancing my checkbook, and all the other tasks that home computers are supposed to be good for.

Which brings me, at last, to the subject of this book. I can't think of a more appropriate writer to talk about the Macintosh than David Thornburg. Just as Apple is perhaps the only major high-technology company with a sense of humor, Dave is one of the few computer designers and educators I've met who is blessed with a bona fide silly streak. Any doubts you may have about this will be erased when, in the course of learning how to use your Macintosh for the preparation of short reports, you suddenly find yourself reading about Thornburg's revolutionary plan to manufacture special heated compartments to keep bananas warm when they are put in the refrigerator. Or consider the fact that, mixed in with all his genuinely useful hints for getting the most out of the Mac, he has included suggestions for such useless applications as—to name but one—the automated composition of ransom notes that look as if they were prepared by pasting down letters cut out of a newspaper.

Finally, there's the matter of the names that pepper the sample documents David Thornburg uses to illustrate his text. In Idea 12, for example, he introduces us to Dr. Helen Wheels, Ph.D., inventor of the AutoErase black-

board. In Idea 1, we learn about the obscure, and presumably unpleasant, town of Sunova Beach, California. And, once you've met him, how will you ever forget Wayne Scott, President of Wayne Scott Paneling Company ("It's not wainscot paneling if it's not from Wayne Scott!)?

I was ecstatic when I encountered these people and places, because I've always loved such names. Indeed, over the years, Muppet designer Michael Frith and I have "discovered" such personalities as the seminal saloon songstress Bertha de Blues, the aging (but talented) ballet master Grandpa de Deux, and last but not least, the notorious bounder Juan Formababi and his cousin Juan Morford de Reaude.

But you didn't buy this book to hear about these unlikely folks (or about reclusive harridan Agatha Hellautaheere, either). So turn the page and start finding out, as David Thornburg puts it, "just how useful and unique the Macintosh computer really is."

Christopher Cerf

Contents

Introduction

CHAPTER ONE

The Meaning of Macintosh 1

User control: Telling the computer *what* instead of *how*

MacWrite™ and MacPaint™: Two powerful packages for all users

What this book is all about

CHAPTER TWO

General Hints and a Few Suggestions Before You Start 8

Setting up your Mac: The importance of good connections

The care and feeding of Mac disks

The value of a second disk drive

Recovering from disasters



CHAPTER THREE

Thirty Ways to Work with Words: A Collection of Ideas.....15 That Use MacWrite

Idea 1 I'm Gonna Sit Right Down and Write Myself a Letter.....	17
Idea 2 The Ransom Note.....	23
Idea 3 Form Letters.....	27
Idea 4 Letters to Europe.....	31
Idea 5 Letterheads—If You Can't Have the Font You Love.....	37
Idea 6 Farewell, Sweet Prints.....	45
Idea 7 Place Settings.....	55
Idea 8 Writing Poetry.....	59
Idea 9 The Wedding Invitation.....	65
Idea 10 The Award.....	67
Idea 11 Head over Heels over Headers and Footers.....	69
Idea 12 The Résumé.....	77
Idea 13 Outlines.....	82
Idea 14 Short Reports.....	85
Idea 15 Report Covers.....	90
Idea 16 Long Reports.....	93
Idea 17 Merging Documents.....	95
Idea 18 Illustrated Reports.....	99
Idea 19 Turning the Tables on Numbers.....	106

Idea 20	Ruler Libraries.....	111
Idea 21	The Calculated Response.....	113
Idea 22	Mailing Labels.....	116
Idea 23	Overhead Transparencies.....	119
Idea 24	Pretty Charts.....	124
Idea 25	Meeting Announcements.....	128
Idea 26	Name Tags.....	131
Idea 27	Changing Addresses.....	134
Idea 28	Using MacWrite as a Data Base.....	136
Idea 29	Landscapes and Portraits.....	139
Idea 30	Some Plain Talk About Plain Text.....	143

CHAPTER FOUR

Thirty Ways to Work with Pictures: A Collection of Ideas

	That Use MacPaint.....	147
Idea 31	Writing Equations.....	149
Idea 32	Making Graphs.....	157
Idea 33	As Easy as Pie Charts.....	165
Idea 34	Making Bar Charts.....	171
Idea 35	Making Fancy Bar Charts.....	174
Idea 36	Making 3-D Charts.....	177

Idea 37	Getting Organized, Chartwise.....	179
Idea 38	Getting the Flow of Things.....	188
Idea 39	Making Business Cards.....	191
Idea 40	Fancy Letterheads.....	194
Idea 41	Monthly Calendars.....	198
Idea 42	Road Maps.....	201
Idea 43	Grabbing Screens.....	205
Idea 44	Printing Screens.....	206
Idea 45	The Graphics Scrapbook.....	207
Idea 46	To Sell a Moped.....	211
Idea 47	Pattern Making.....	215
Idea 48	Tiny Type.....	219
Idea 49	Hidden Patterns.....	221
Idea 50	Illuminated Letters.....	225
Idea 51	Custom Badges.....	230
Idea 52	Homilies for the Home.....	234
Idea 53	Bookmarks.....	236
Idea 54	Christmas Card.....	238
Idea 55	Greeting Card.....	241
Idea 56	More Greeting Cards.....	243
Idea 57	Gift Cards.....	245
Idea 58	Custom Gift Wrap.....	247
Idea 59	Spray Paint.....	249
Idea 60	Picture Borders.....	251

CHAPTER FIVE

Forty-one More Ways to Enjoy Your Macintosh.....	253
Idea 61 Stretching Things a Bit.....	255
Idea 62 Riddles (with Upside-Down Answers).....	259
Idea 63 Mirror Writing.....	261
Idea 64 Kaleidoscope.....	263
Idea 65 Oriental Carpets.....	268
Idea 66 Rubber Stamps.....	274
Idea 67 Needlepoint.....	277
Idea 68 Quilt Patterns.....	279
Idea 69 Wordies.....	282
Idea 70 Pin the Tail on the Donkey.....	284
Idea 71 Play Money.....	287
Idea 72 Graffiti.....	289
Idea 73 The Punishment.....	292
Idea 74 Half Words.....	296
Idea 75 Inversions.....	299
Idea 76 Generic Christmas Letter.....	303
Idea 77 Canning Labels.....	305
Idea 78 Chain Letters.....	307
Idea 79 Birth Announcements.....	310
Idea 80 Lost Pet Reward.....	311

Idea 81 Nameplates	312
Idea 82 Music Composition.....	314
Idea 83 Generic "Dear John" Letter.....	317
Idea 84 Generic Love Letter.....	319
Idea 85 Make Your Own Postage Stamps.....	320
Idea 86 The Family Newsletter.....	324
Idea 87 String Art.....	327
Idea 88 Bumper Stickers.....	329
Idea 89 Warning Signs.....	331
Idea 90 Action Lists.....	333
Idea 91 Recipe Club.....	335
Idea 92 Calligrams.....	338
Idea 93 Selling a House.....	339
Idea 94 Brochures.....	340
Idea 95 Getting Out the Vote.....	343
Idea 96 Crossword Puzzles.....	345
Idea 97 Custom Children's Books.....	349
Idea 98 Family Crosswords.....	351
Idea 99 Family Tree.....	352
Idea 100 Raffle Tickets.....	354
Idea 101 ID Tags	355
 MacTerms	 357

Introduction

The revolution started in 1978.

That was the year that personal computers were first sold to consumers. Prior to then, computers were purely in the domain of the computer professionals and a sparse scattering of wild-eyed hobbyists.

Prior to 1978, the idea that we might each have access to our own computer was as foreign to most of us as the idea that we might each be able to book passage on a space shuttle—a dream at best. But the dream was a nightmare for some. Even though 50,000 computers were sold that year, many were purchased by people who didn't have the foggiest notion of what to do with them.

The main problem with the personal computers of the late 1970s and early 1980s was that to use them effectively, you had to learn to deal on the *computer's* terms. You didn't have to become a raving technoid, but the more you knew about things like *bytes* and *baud*, *RAM* and *ROM*, the better off you were. If you couldn't find a program to do what you wanted, you were encouraged to learn a language like BASIC so you could write your own.

Though this was a great improvement over the pure hobby days of personal computers, many of us didn't have the energy or time to become sufficiently versed in computer technology to put these machines to their best use. But while some of us were busy hacking away at the idiosyncrasies of our personal computers, another vision was being developed. This vision promised a computational environment in which computers were controlled by people who wanted to tell the computer *what* to do, not *how* to do it. This seemingly simple distinction has profound consequences for both the people who design computers and the people who design the programs that run on them. The full-time effort of hundreds of computer scientists was devoted to this task for over a decade at places like the Xerox Palo Alto Research Center. Progress was slow but steady, and some of these people transplanted their vision into a company named Apple, where it took root and bloomed into a new computer.

The revolution came to the rest of us in 1984 with the introduction of the Apple Macintosh."

Macintosh is different. It is different from any other computer made by Apple. It is different from any computer made by IBM. It is different from any computer made by any other computer manufacturer in the personal computer marketplace.

As someone who has been in the personal computer industry for many years (and has written about it for much of that time), I thought I should write a book about the Macintosh. Not a "Gollyorkins, Mr. Wizard, let's all clap hands and praise the Macintosh" type of book but a "meat and potatoes" practical guide for people who wouldn't normally use a computer for *anything*. This would be a book for people who create documents, make simple charts and illustrations—a book, quite simply, for the great majority of us who might want to *use* a computer but who surely don't want to learn how computers work.

The challenge was to think of the right form this book should take. Clearly, it should be useful to the reader, and it should cover topics not explored in the manuals that accompany the computer.

As I was thinking about the book I had an idea. I use my Macintosh almost every day. And in the course of using it, I have found some interesting ways to use it—ways that are very different from the ways I use my other computers, ways that are different from the ways I have *ever* used word processors or graphics systems. Some of these are very practical, and some of them are frivolous. But all of them can be used to show just how useful and unique the Macintosh computer really is.



When I started listing the ideas I had for using the Macintosh, it occurred to me that I could go on listing them forever. That would make a very long book, so I decided to pick a number—101—and stick with it. No more and no less. With this many applications to choose from, I thought you might to find a few that are useful, a few that make you laugh, and a few that stimulate you to create even more applications of your own.

Thumb through the ideas, pick one at random, try it out. Experiment with your Macintosh. It won't let you down.

I find the Macintosh so useful, I even used it to write this book.

Acknowledgement and disclaimer

I want to thank the Xerox Palo Alto Research Center who, by giving me access to their Alto computers, gave me a 10-year head start on creating projects for the Macintosh. It is also a privilege to acknowledge the people at Apple who had the vision, courage, and skill to create a product of Macintosh's power while other computer manufacturers were producing embellishments on older products. Guy Kawasaki's business card at Apple lists him as a "software evangelist." He is more than that. He has pulled me out of several tight spots, including the time when I was in the middle

of this book and my office was stripped clean of all its Apple computers by a midnight prowler. Thanks to Guy's help, I was able to continue my work with minimal delay. Thanks, Guy, I really appreciate your support.

The names of people and places in this book were the products of several minds besides my own: those of my son Harvey, my wonderful wife Pam, her mother Virginia Howe, and her aunts, Barbara Hugo, Gerry Rhodes, and Win Murphy.

With respect to the names and subject matter of this book, please know that all people and place names are fictional, as are many of the activities. My function in this book is to show a sampling of the wide variety of the applications to which the Macintosh is particularly well suited and to stimulate you to find new applications on your own. Rather than take a ponderous approach, I elected to choose a more entertaining path. In no case was it my intent to degrade any person, race, culture, galactic empire, or universe; nor was it my intent to incite or instigate antisocial behavior including, but not limited to, kidnapping, arson, treason, overtipping a waitress because of her low-cut uniform, and the start of thermonuclear war.

Gee, I just want us to have fun!

Chapter 1

THE MEANING OF MACINTOSH

This chapter provides some background on the characteristics that make the Macintosh different from any other computer in its price range. Unlike the rest of this book, its tone is philosophical rather than practical. If you don't give a bean about the philosophy behind this computer, but simply want to get on with the practical stuff, feel free to skip ahead to Chapter 2 and beyond—my feelings won't be hurt.

On the other hand, you may be one of those people who wants to know why the Macintosh is so different from other personal computers. If you are one of these people, this chapter is for you.

User control: Telling the computer *what* instead of *how*

It has been called "the computer for the rest of us," the automatic transmission of computers, a computer you can master in 30 minutes, and many other things. It is hard, on a purely rational basis, to see why grown people are jumping up and down over the introduction of a plastic box filled with computer chips—a box that in some ways resembles the myriad other boxes that make up the products we call personal computers.

And yet, hidden in the many articles that attended the introduction of the Macintosh, there was a growing suspicion that whatever Apple had done they had done differently from any other computer manufacturer creating products in this price range. For some writers, this difference was wonderful; for others it spelled disaster for Apple. Given that there will always be more opinions than pundits to write them, it was not surprising to see a mixture of hoopla and gloom in the press. Some of the positive comments overstated the capabilities of the Macintosh, and some of the criticisms showed the limitations of the authors' views rather than those of the Macintosh.

The reality of Macintosh, like so many other realities in our world, is a mixture of these two extremes. The Macintosh has its features *and* its limitations. As with cars, boats, houses, and any other product on the

market, one can find things about it that are simply wonderful and others that one would change, given the opportunity.

But beyond the pros and cons, beyond the hype and misguided criticism, beyond the roar of the advertising and the clamor of the Mac's detractors, there remains one central fact: Macintosh will change how we think about computing.

Prior to Macintosh, people who wanted to use computers needed to learn about computing *per se*. Each machine and program had its idiosyncrasies to contend with. Mysterious sequences of keystrokes were needed as incantations to breathe life into otherwise dead computers. We took pride in our special knowledge:

"Hey, I can't get my machine to boot."

"No sweat, bit breath, turn it on, type Control B, press RETURN, type PR#6, and press RETURN again."

"Thank you, O powerful master, it is working now."

"Don't mention it."

Dialogues of this sort—the sharing of secret handshakes among an elite group—were commonplace prior to the introduction of the Macintosh. The fact that computers needed special commands somehow made their users special too. But Macintosh changed all that. Now you didn't have to know (or even *care*) about computers to use one. Suddenly, English majors could use computers as easily as engineers. What kind of fun was that?

The advent of the Macintosh marked the loss of the secret handshake. Word was out that computers could be used by *anyone*, regardless of background. The key to this transition was a paradigm shift—a change in our view of how we controlled computers. A shift from telling our computers *how* to do our chores to telling them *what* we want them to do.

The ease with which the Macintosh can be used has now opened the computer world to the many millions of people for whom computers were forbidding machines.

MacWrite™ and MacPaint™: Two powerful packages for all users

A computer by itself is as useful as an automobile in a country without roads. In order to be useful, computers need *software*, the programs or sets of instructions that determine the function the computer will perform. When Macintosh was introduced, it came to the marketplace with two very powerful software packages—MacWrite and MacPaint.

MacWrite is a tool that lets the user create documents. On the surface, MacWrite is a word processor—a tool that lets you create, edit, save, and

print word-based documents from letters to book manuscripts. But MacWrite is far more than a traditional word processor. For example, it lets you enter text using any of several type designs (called *fonts*), each of which can be displayed in different sizes and styles. In this regard, MacWrite is almost a typesetting system. But even if the multiple font feature weren't available, MacWrite would still outstrip the capabilities of many word processing products on the market today.

MacPaint is a tool for graphics creation—from charts and graphs to freehand sketches. This tool includes many features that take advantage of the Macintosh high resolution display. In addition, pictures created with MacPaint can be incorporated into documents created with MacWrite.

MacWrite and MacPaint are two programs that reflect the overall theme of the Macintosh: They are almost intuitively simple to use. Because of their ease of use and the high quality of the documentation that accompanies these programs, this book will focus on *applications* for these products, rather than instructing you in their use.

What this book is all about

This book is about applications for MacWrite and MacPaint, applications that range from the practical to the frivolous—applications from disparate

fields that share a common characteristic: The bulk of the applications in this book are not just different from those one would expect from word processing and graphics creation programs on other computers; they are likely to be virtually *impossible* to do on other computers. In an era in which claims of uniqueness are attached to almost every product we buy, it seemed important to show some examples of applications that are truly unique and that are not covered in other books or manuals on the Macintosh.

This and the next chapters provide background information of various types. The real meat of this book is in Chapters 3 through 5. If you are already proficient in your use of the Macintosh, you should skip directly to Chapter 3 and get started on the applications.

If you are still new to the Macintosh, the following brief chapter has some points you might find useful.

Chapter 2

GENERAL HINTS AND A FEW SUGGESTIONS BEFORE YOU START

Setting up your Mac: The importance of good connections

In order to do the projects described in this book, you will need a Macintosh computer, the Imagewriter printer, and the MacWrite/MacPaint program disk. The instruction manuals that come with your Macintosh show you how easy it is to hook everything together. In fact, I find the system so easy to assemble that I can set it up in about 15 seconds (Alan Alda, eat your heart out). I am going to assume that you already know how to connect everything and that you are familiar with the overall operation of the Macintosh. If you are *not* familiar with the mouse, or with the use of the computer overall, follow the steps described in your manuals or take the short course provided on the Guided Tour disk that came with your system.

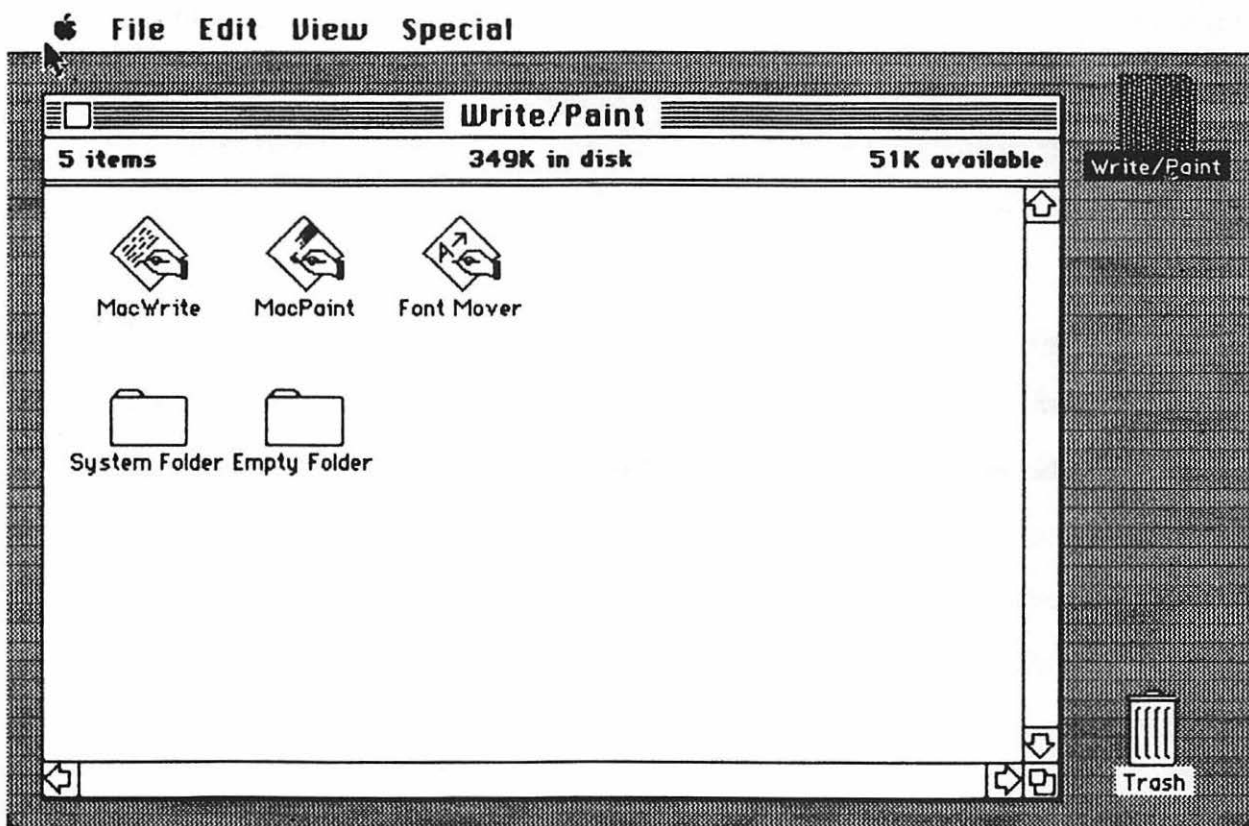
Although using the Macintosh is a snap, you can get in a bit of trouble if you are sloppy. For example, I move my computer back and forth between home and office. As a result, I am not always as careful as I might be when connecting everything. The Macintosh itself doesn't present any problems since the connectors either snap into place or, in the case of the mouse, are provided with thumbscrews that make their installation very easy. The cable that comes with the Imagewriter printer is an exception to this rule, however. Its connectors come with screws to mount them, and you need a screwdriver to perform this task. Now, given the mess in my office, I challenge *anyone* to find a screwdriver there. Besides, I couldn't find a gorilla in a telephone booth; so I gave up on screwing these connectors in place and just plugged them in instead.

This worked just fine for quite a while. In fact, I had forgotten that they weren't secured. But one day I paid for my sloppiness. I was trying to print a document I had created with MacWrite, and nothing would print out on paper. Both the **Power** and **Select** lights were lit on the printer, and the **Print** function from MacWrite seemed to be working properly, but nothing was happening. I looked behind the Macintosh and saw that the Imagewriter connector had fallen out of its socket. When I plugged it in, the printer leapt to life, spewing out reams of paper with strange characters on each page. Fortunately, I was able to stop this stream of paper without losing my file. But I had learned a lesson. From then on I made sure that my printer cable was properly secured at both ends. If I had followed Apple's instructions, this problem would never have happened.

Success with the Macintosh, as in other parts of life, may depend on good connections.

The care and feeding of Mac disks

If you have taken a look at the contents of your MacWrite/MacPaint disk, you may have noticed two interesting numbers:



The first number of interest says that there are 349,000 characters of information already stored on the disk, and the second states that there is space for 51,000 characters of your own text and picture files. In other words, there is a lot of room on a Macintosh disk, but most of it is taken up on the MacWrite/MacPaint disk. If you are going to create your own pictures and documents, you will need much more space than is left on this disk. One approach is to make several copies of this disk and, as each fills up, use a fresh one for new documents. Another choice is to make two copies of the MacWrite/MacPaint disk and to delete MacWrite from one of them (making it a MacPaint-only disk). You should then delete MacPaint from the other (making it a MacWrite-only disk). This gives some more room for your documents and pictures, but the bulk of each disk is still filled with programs instead of your documents.

The way to maximize the information you can store on your disk is to initialize your own blank disks and to use them only as repositories of your own files. This means that to create text or pictures, you will have to switch between your disk and the MacWrite/MacPaint disk from time to time, but the result is that you will have almost 400,000 characters of information storage available on your disk—enough for a *lot* of documents and pictures.

Even though Macintosh provides you with many useful tools for the care and maintenance of your *electronic* desktop, your *physical* desktop is your responsibility. In your organization of Macintosh disks, you might

want to create entire disks for each of several major tasks—letters, graphics, reports, and so on. Blank disks are cheap and don't take up much room. If you can't find Apple disks in your store, the disks designed for the Hewlett-Packard computer work just as well. By now there are several sources for the 3 1/2-inch disks used by Macintosh. Manufacturers who currently provide these disks include Memorex, BASF, and Sony. A box of 10 disks will last you quite a while and give you room for the creation and storage of many documents.

When working with the Macintosh, I always use a *copy* of the MacWrite/MacPaint disk instead of one of the originals. By keeping the originals in a safe place, I don't have to worry if I accidentally erase something from the disk I am using, even though the Macintosh makes it hard for you to throw away a major program accidentally.

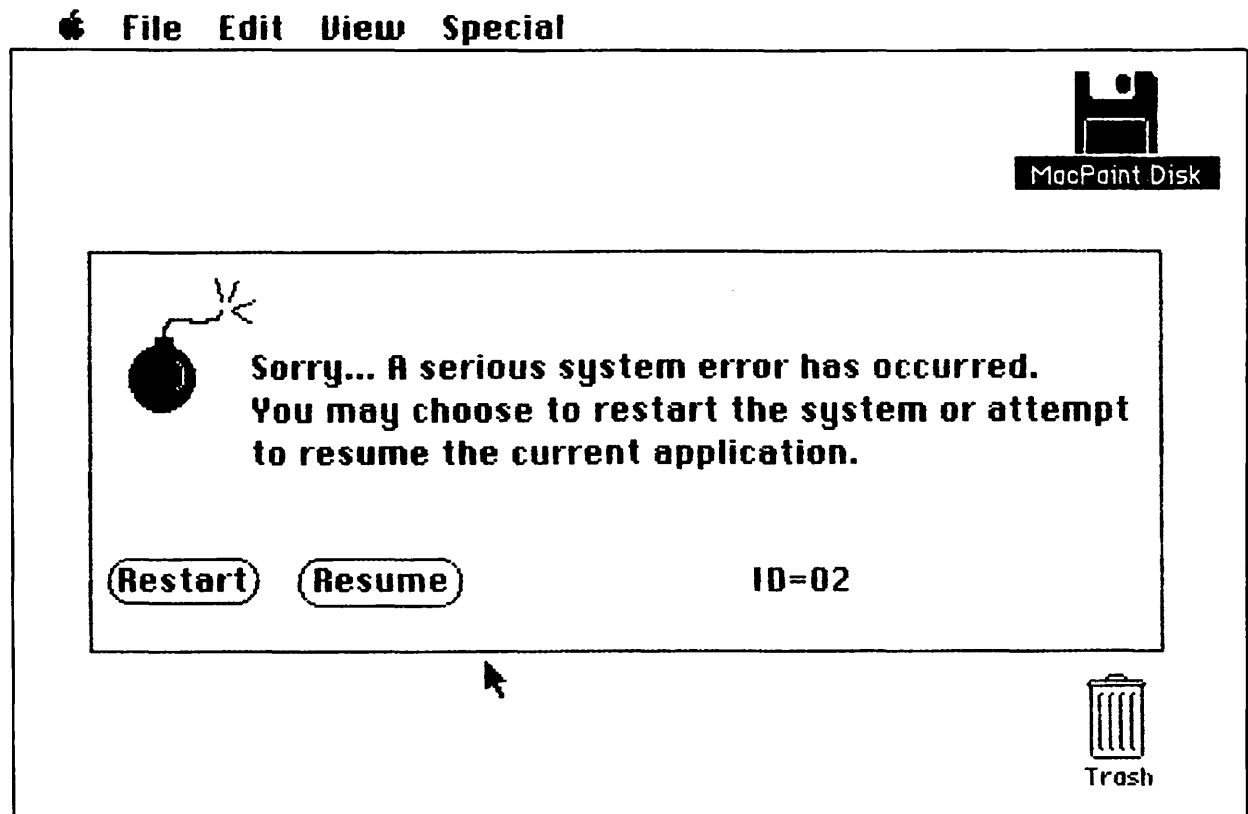
The value of a second disk drive

If you are using one disk drive with your Macintosh and have your files on a disk separate from MacWrite and MacPaint, you will have to interchange disks several times whenever you are reading, saving, or printing a file. This minor annoyance can be eliminated by the purchase of a second disk drive. By placing the MacWrite/MacPaint disk in one drive and your private file disk in the other, all interdisk transactions will take place without your having to do a thing!

Recovering from disasters

It doesn't happen often, but disasters can strike anyone, even Mac users. Of course, disasters always strike when you least expect them. The best way to protect against them is to make sure that you save your work to the disk frequently. By doing this, you will guarantee that you won't have to re-create the entire document or picture; you'll be able simply to reenter the material you entered since the last time you saved the file.

Unlike most computer systems, the Macintosh lets you know when something deadly has occurred and even gives you the opportunity to let the computer try to fix things up:



If you see this message on your screen and the cursor still moves when you move the mouse, you should try the **Resume** option. Most often, this works. Once the program is running again, save your document or picture in a *new* file, quit whatever program you are using, eject the disk, turn off the Macintosh, and start everything over again. It is quite likely that you will be able to recover completely from disasters in this fashion.

Of course, there may be times when this doesn't work, in which case you will be happy to know that you have saved your documents and pictures every 15 minutes or so.

Won't you?

Chapter 3

THIRTY WAYS TO WORK WITH WORDS: A COLLECTION OF IDEAS THAT USE MACWRITE

IDEA 1 I'M GONNA SIT

MacWrite

**RIGHT DOWN AND WRITE**

Style

MYSELF A LETTER

Font

Well, here you are with a brand new Macintosh all hooked up and ready to start, but you need a project. I know one that will probably pay off right away. If you are like most people, you have had trouble with a magazine subscription. Phone calls never seem to work, and ordinary letters somehow lack the expressive strength needed to fix the problem. As a result, we sometimes revert to letters that use such forceful prose that we just make things worse:

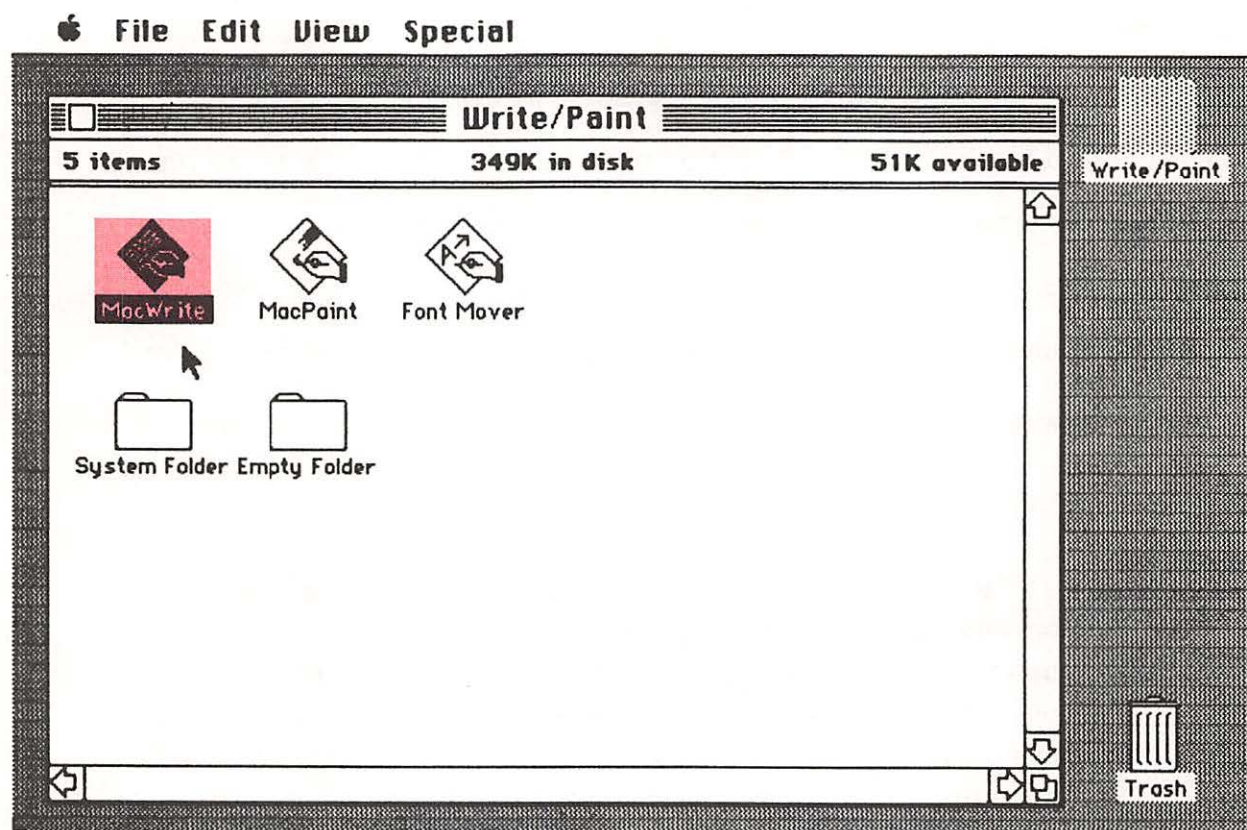
Dear Mush-for-brains:

I fail to see why even a functional idiot like yourself can continue to screw things up so royally. Now, instead of two copies of your magazine arriving every month, I have four copies coming instead. If you don't fix my subscription by the time I count to ten, I am going to kill myself, and my ghost will haunt you for the rest of your days.

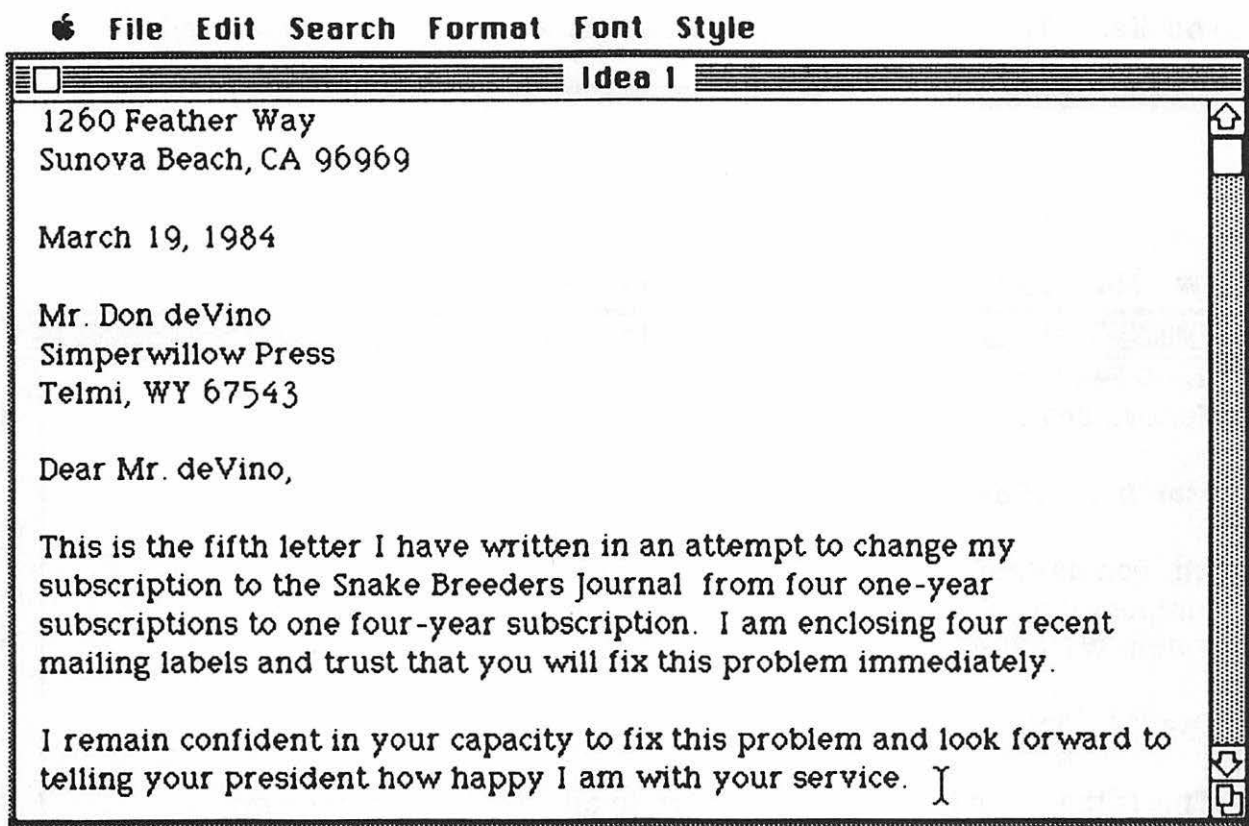
Interesting? Perhaps—but not very effective.

The beauty of writing letters with the Macintosh is that you can use different type styles to express yourself and keep your prose calm and relevant to the problem you are trying to solve. The results are much better.

To write your letter, you will need to use MacWrite. This program is started by double-clicking (see your manuals for instructions on double clicking) the MacWrite icon on the Write/Paint disk.

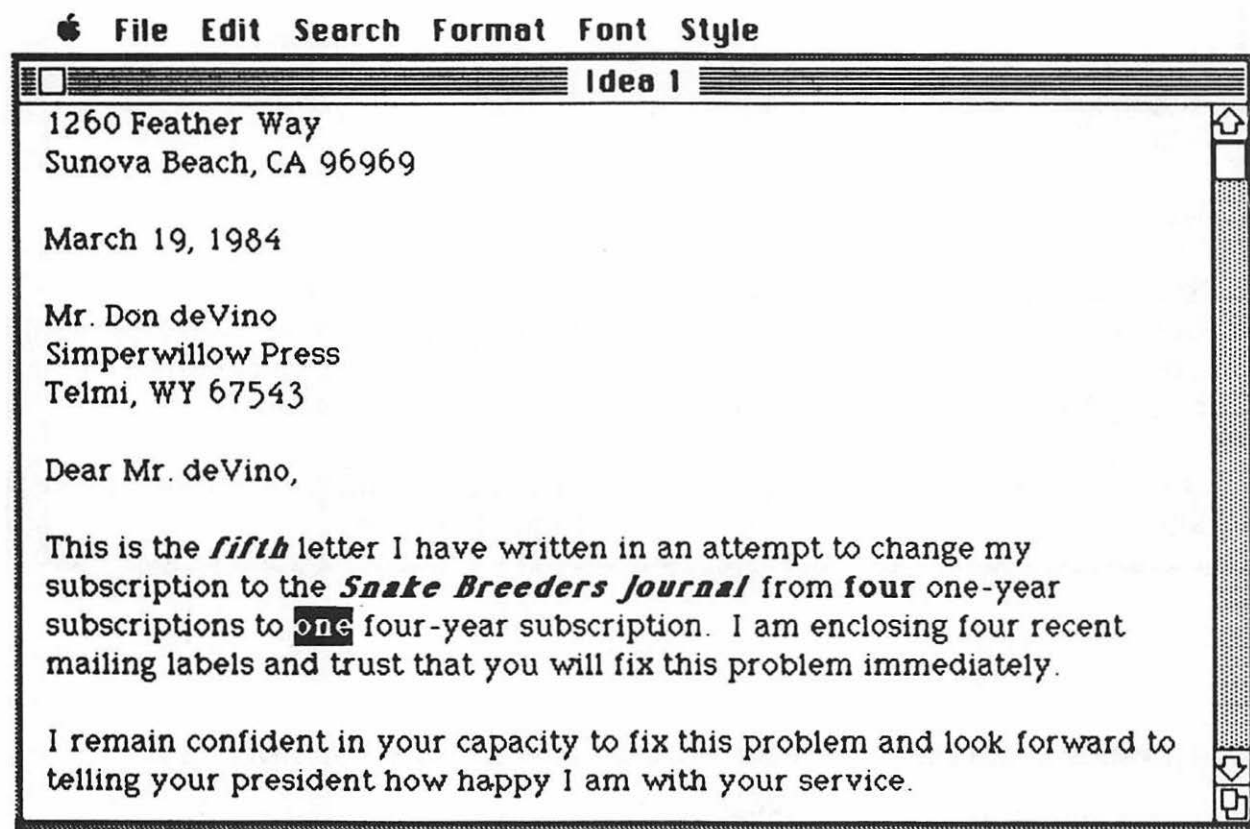


Once MacWrite is ready to use, you can just start typing. Remember that you need only press the **Return** key when starting a new paragraph.



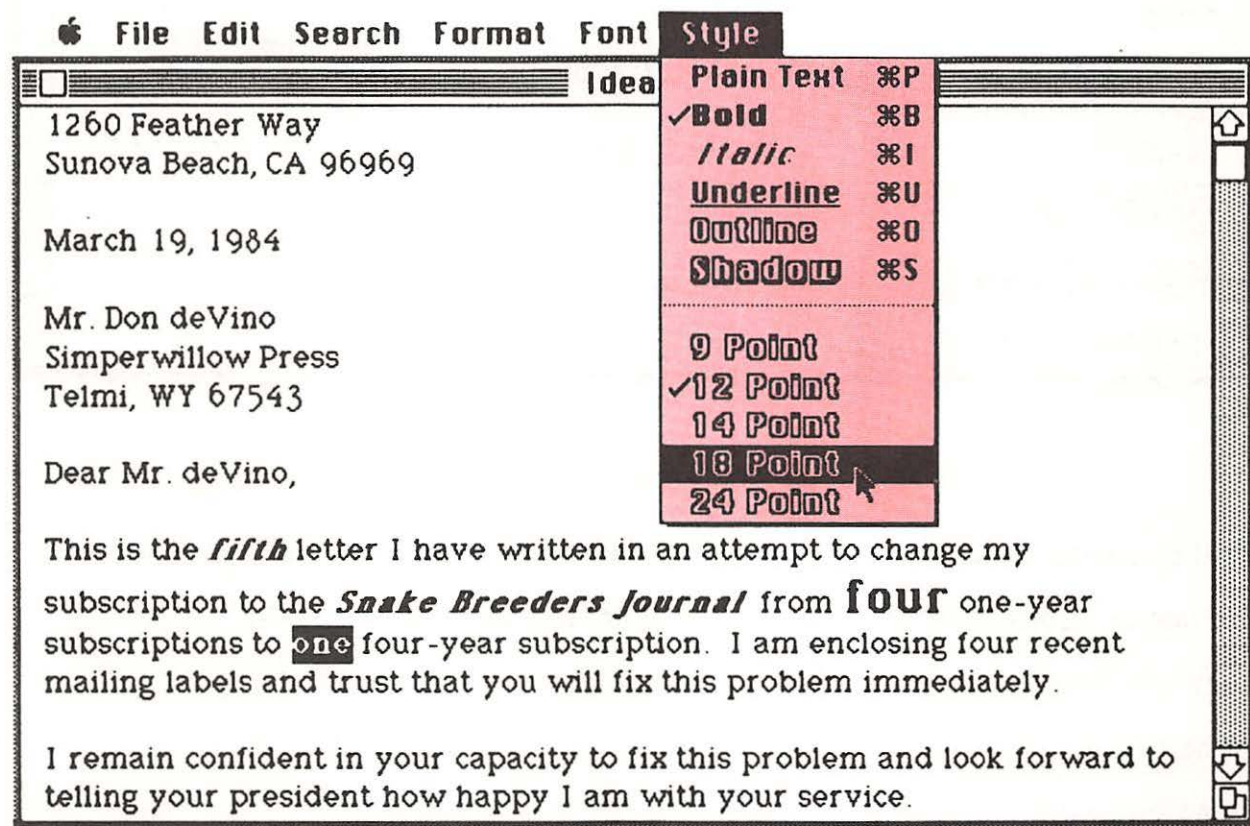
When you have finished your letter, you will find that there are parts of it that will benefit from a few highlights. Highlighting text is a fine art. If you go to extremes, it can make your letter appear cluttered and hide your message. But on the other hand, a few well-chosen changes to your typeface can be quite beneficial. For example, you should italicize the fact

that you have written several times. To do this, you should select the word you want to italicize and then type **Command I** by pressing the **Command** key (the one to the left of the space bar with the cloverleaf on it) and typing the **I** key. By using **Command B**, you can change a selection to boldface. The normal type style can be chosen by pressing **Command P**. After highlighting a few words, your screen might look like this.

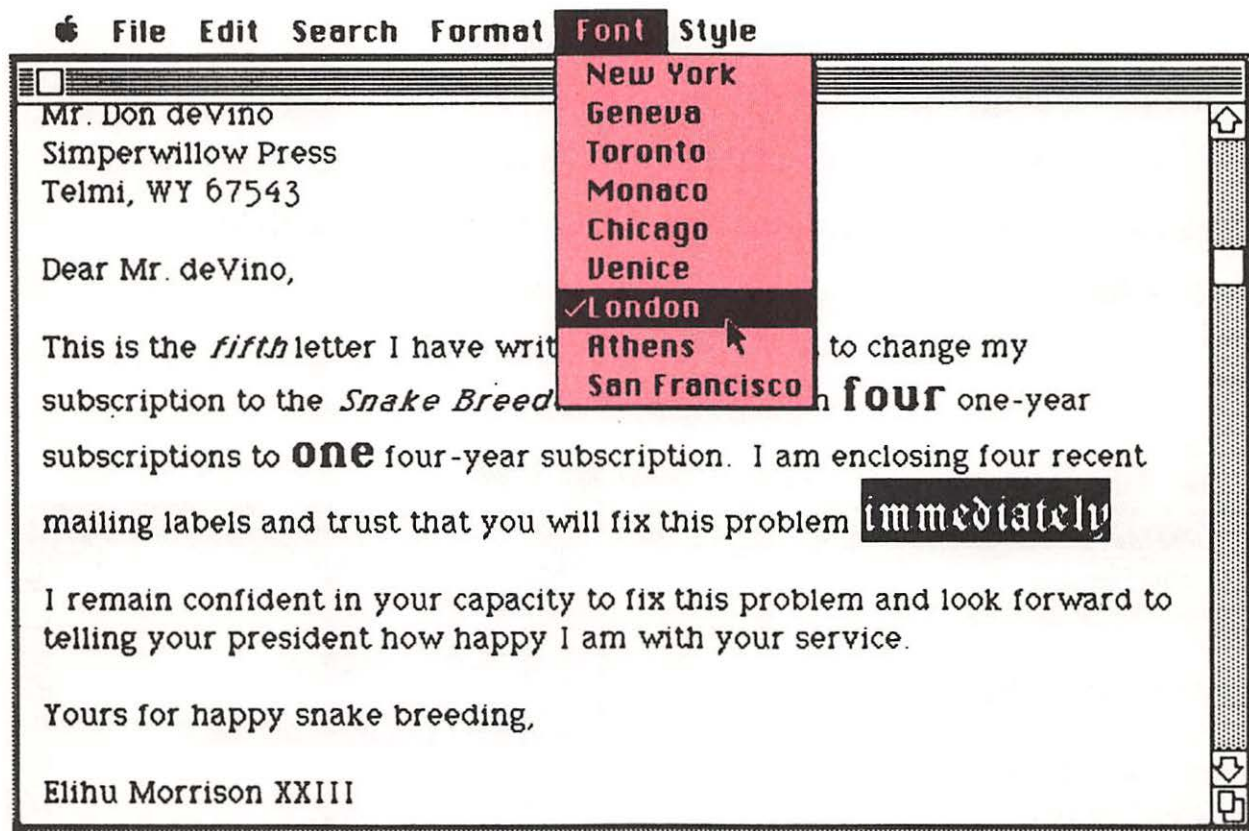


Next, we need to make sure that certain words can be read, so we will make them bigger. Select an appropriate word to enlarge and pull down the **Style** menu by moving the cursor to **Style** and pressing the mouse button. While holding the mouse button down, move to the type size you want and release the button to make the change.

Notice that type size is measured in *points*. The last time I checked, there were 72 points per inch. Normally, you will use 12-point type. This is the closest size to the one you normally use on a typewriter. It is useful to be able to change type size whenever you want, however.



Finally, we might like to let our reader know that we are more than mildly disturbed. There is nothing quite like Old English type to set the proper tone. Again, select the proper word, pull down the **Font** menu, and select the **London** font to complete the job.



Will this letter do the job? My experience is that letters created in this fashion are quite successful. Just remember that, all evidence to the contrary, you are dealing with another human being who probably wants to help you. Adjusting your fonts and styles lets you be forceful while remaining civil.

IDEA 2 THE RANSOM NOTE

MacWrite

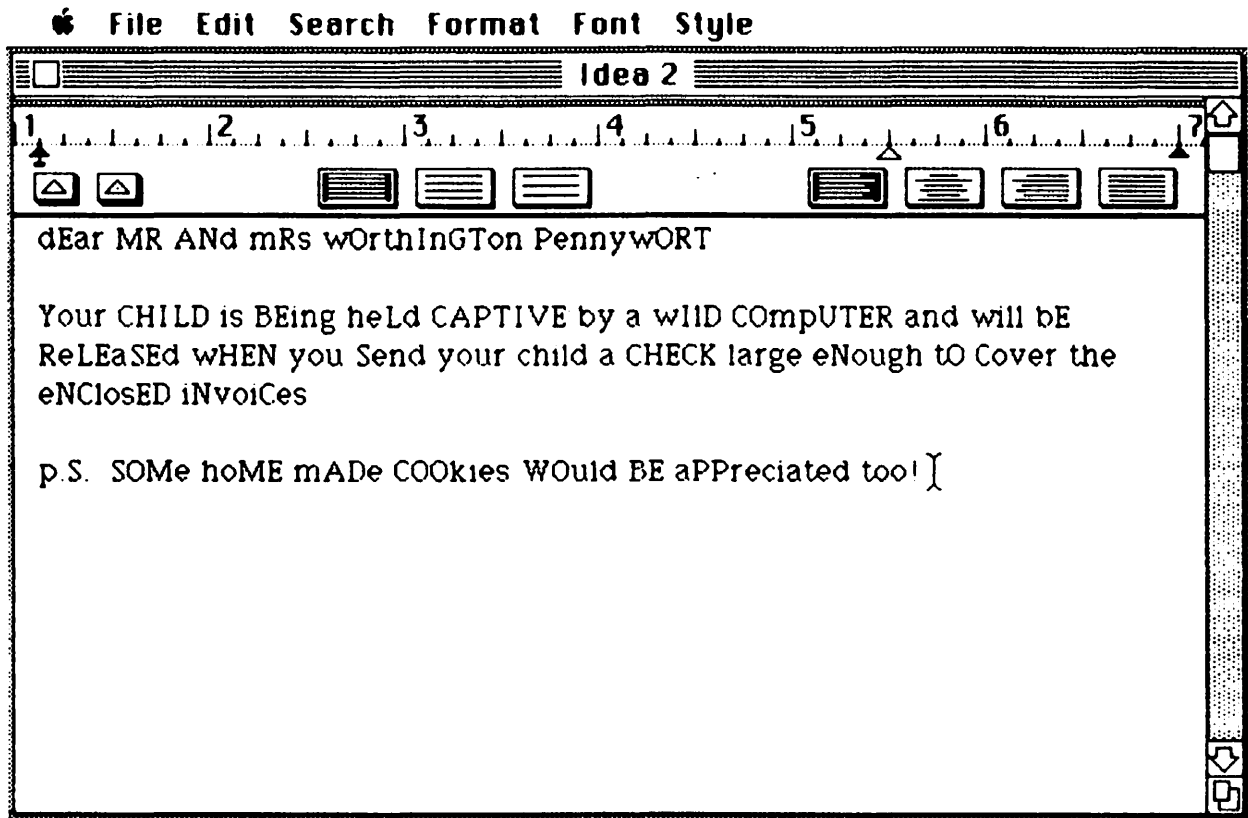
**Style****Font**

Did you say you were a poor struggling college student who had to wash dishes at the local hash house to make enough money to buy your Mac? Did you say that you had to forgo any semblance of social life because you spent your last dime on a second disk drive and your blue jeans are so tattered they were rejected by the Salvation Army? Is that what's bothering you, bucko? Well, help is at hand. Now you can use your new computational wonder to enlist the support of your folks to pick up the tab for your computer.

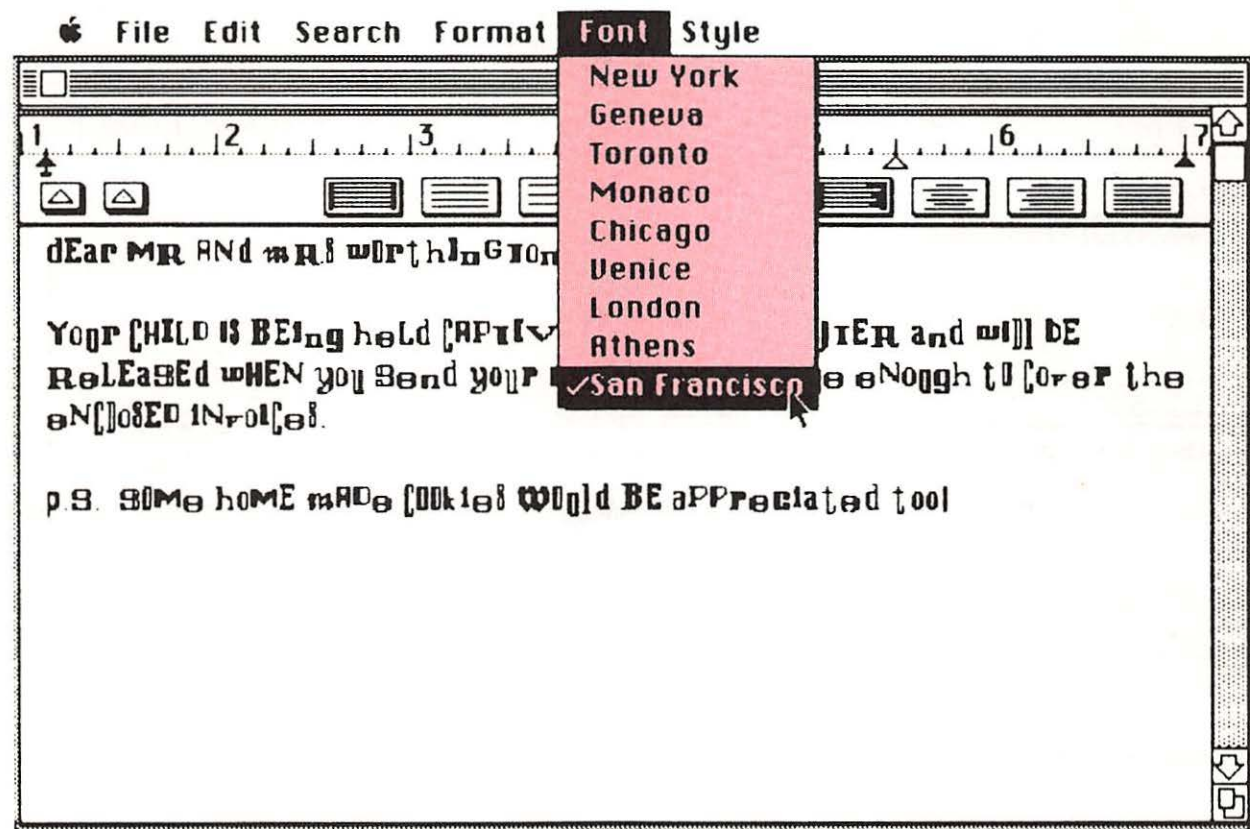
I'm sure you already tried to get them to help pay for your Mac, but they responded with the same tired excuses—wanting to eat, paying the mortgage, helping your Aunt Elsie escape from a Brazilian nudist colony—but you really need the bucks, and they haven't come through. The trick to winning them over may be to try the cute surprise: a ransom note, perhaps.

Now, everybody knows that a ransom note isn't printed with pretty fonts. Nosiree Bob! A true ransom note looks like the letters have been cut out of the newspaper. The first version of the MacWrite/Mac Paint disk came with a font (**San Francisco**) tailor-made for just such emergencies. If you don't have this font on your disk, you have a new version of the software, and you should check with your dealer to see if he has an old one lying around that you can use. It's worth it for emergencies like this.

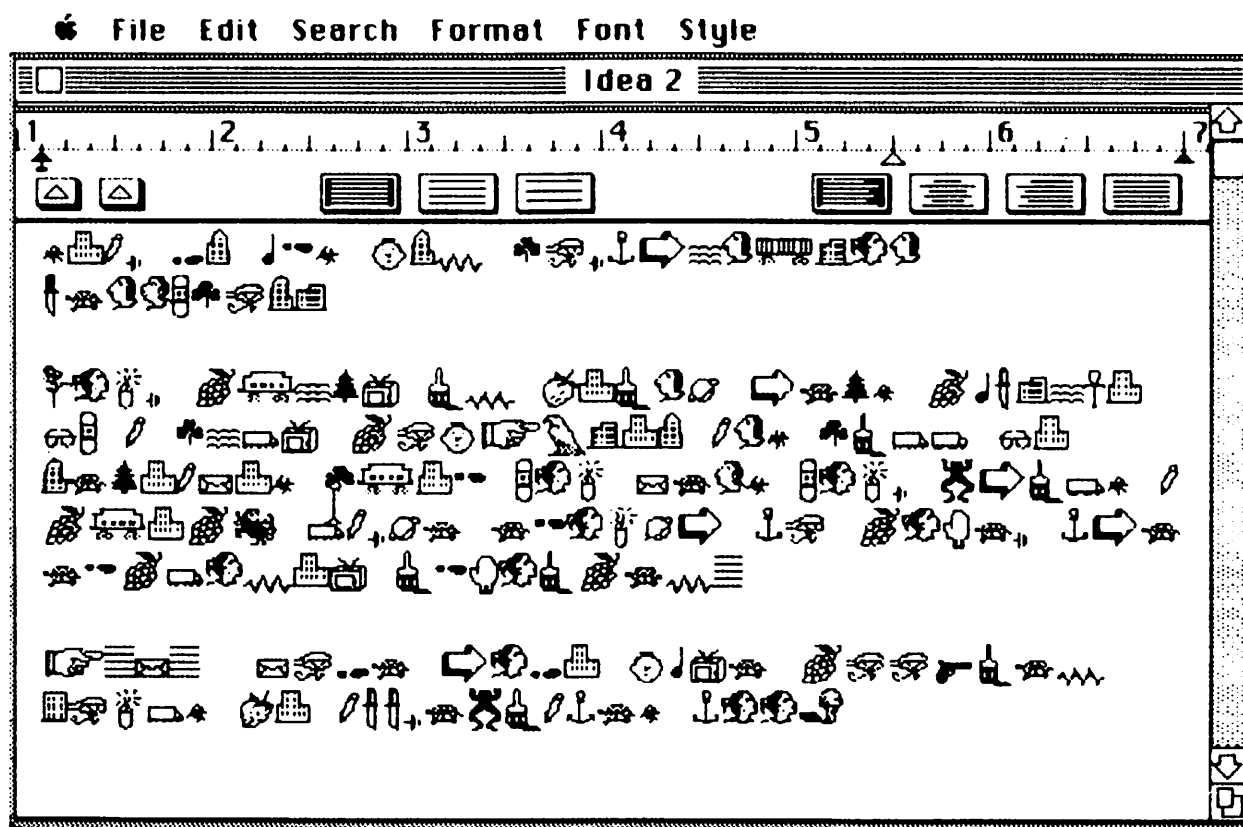
Bring up MacWrite and type a letter. Mix upper- and lowercase letters for the authentic look.



Now that you have your basic letter written, select all of the text. The way to do this is to move the cursor to the beginning of the document, press the mouse button, and pull the mouse to the bottom of the screen. All the text in the window will be selected, and new text will scroll into view from the bottom and be automatically selected as it appears. When all the text is selected, pull down the **Font** menu and select **San Francisco**. Release the mouse button, and all your text will be changed to the new characters.



Next, increase the type size to 24 points, for the final touch, and your ransom note is ready to print and send. If you don't have **San Francisco** on your disk, you can still create the same effect by changing each letter to a different font by hand. Alternatively, you could send the letter using the **Cairo** font (found on the new versions of MacWrite/Mac Paint). While your folks won't be able to read the letter, they may at least think it looks pretty:



For your future health and the sanity of your folks, make sure they know this is only a joke. If they don't send the money, they may at least appreciate your creativity.

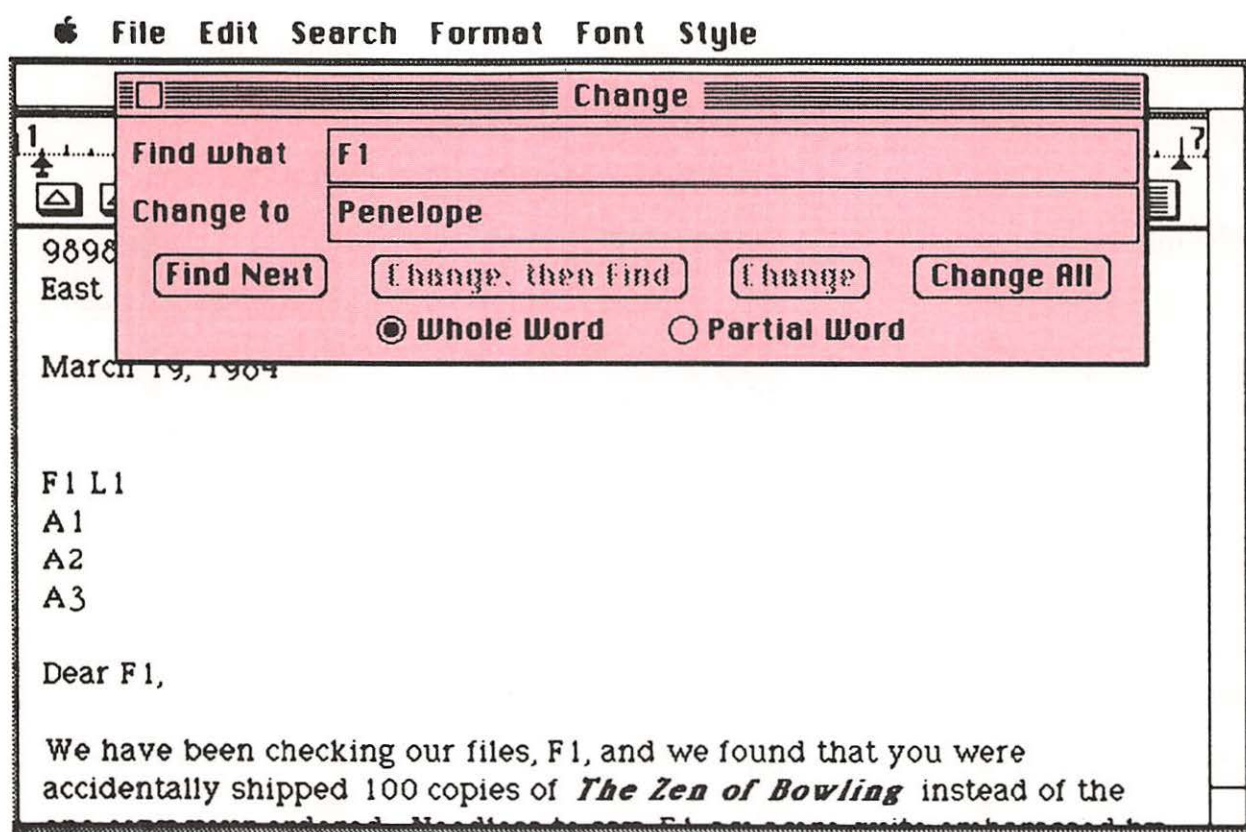


Let's face it, you hate to get them yourself, but sometimes there is no replacement for the form letter. Personalized form letters can take away some of the "junk mail" aspects of this medium, as long as it isn't carried too far. Unfortunately, some form letter writers give themselves away by making their letters *too* personalized:

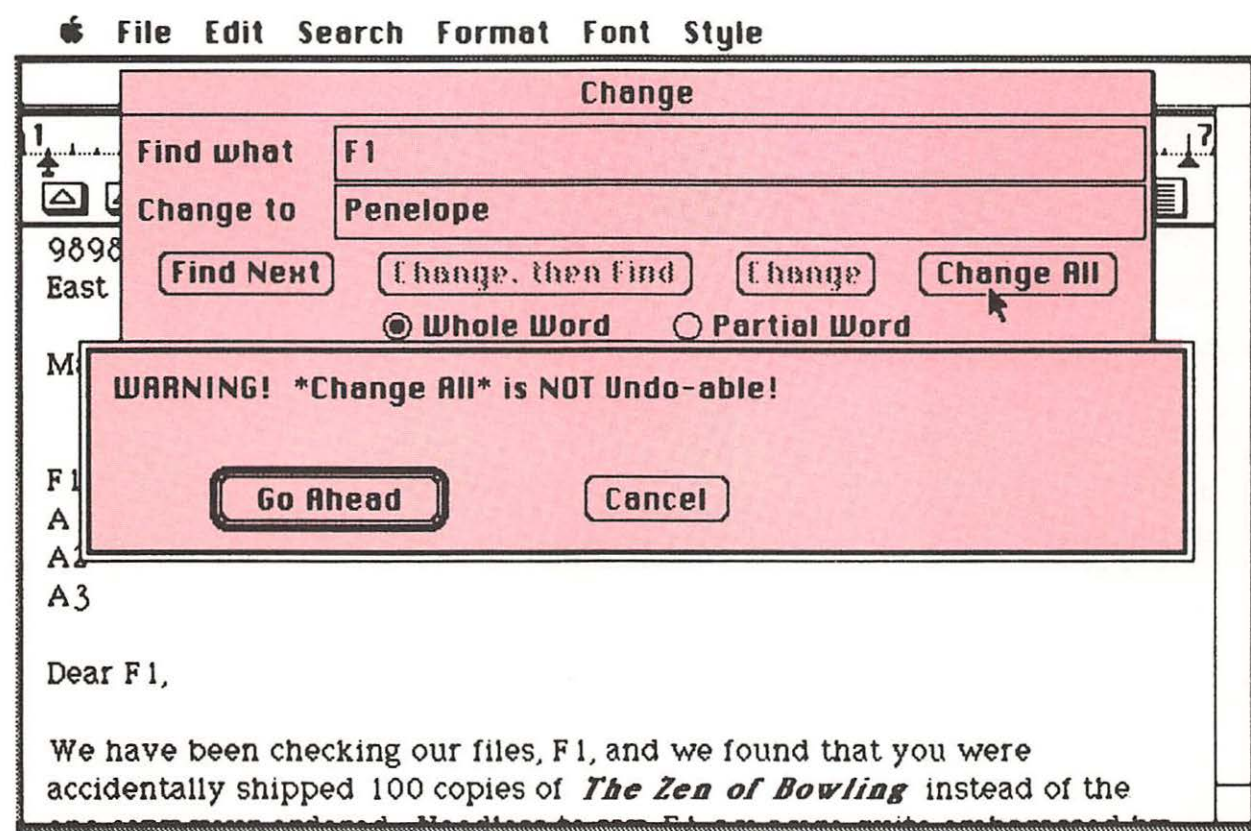
Yes, Mr. and Mrs. Bjiercan, you too can own some of the finest land in Florida. Imagine your friends' surprise when they go on a National Geographic tour of the swamps and see the cozy Mr. and Mrs. Bjiercan cottage floating among the mangroves as your own herd of alligators keeps the Mr. and Mrs. Bjiercan cottage safe from prowlers . . .

Well, you get the point. However, as I said, form letters have their place, and your Macintosh can help your write them.

The first step in creating a form letter is to compose the *shell*—a copy of the letter in which each place to be customized has been marked with a code. Choose any text you want for this code, as long as it isn't used elsewhere in the letter. For example, you might want to use F1 everywhere the first name is to appear, L1 for the last name, A1, A2, A3 for address lines, and so on. Once you have created this letter with MacWrite, save it on your disk. Next, place your list of names and addresses in front of you, ready to use. Suppose you want to send your first form letter to Penelope Stonethorpe, 1776 Comfort Station Way, Asparagus, Wisconsin 77007. To do this, load your form letter, pull down the **Search** menu, and select the **Change** option. You will be presented with the following message.



As you can see, we entered **F1** in the box marked **Find what** and **Penelope** in the box marked **Change to**. To make all the changes, select the **Change All** option on the **Change** menu. As soon as you select this option, you will be presented with another message that gives you one more chance to change your mind, since you cannot "undo" the result of a **Change All** command.



Repeat this process for the remaining items in the address. Once you are done, you can print this letter.

To start the next letter, you can replace **Penelope** with the next first name, and so on, until you have printed all your letters. While this process is not completely automatic, it saves a lot of time compared to that spent typing each letter from scratch.

IDEA **4** LETTERS

MacWrite

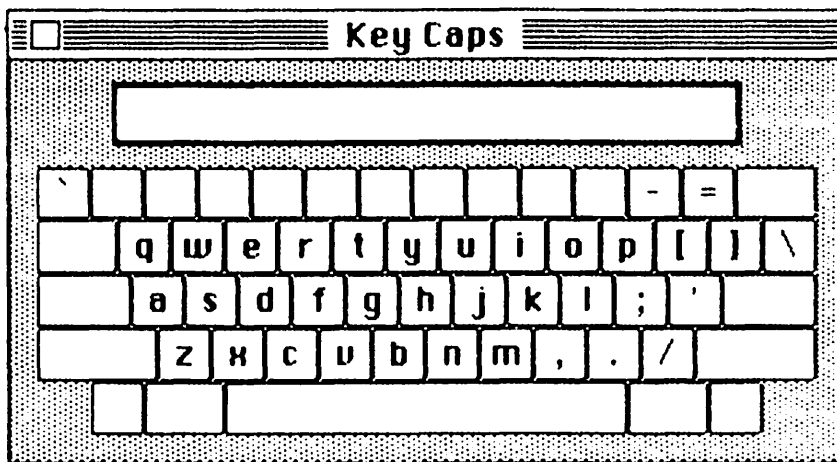
**TO EUROPE**

Apple

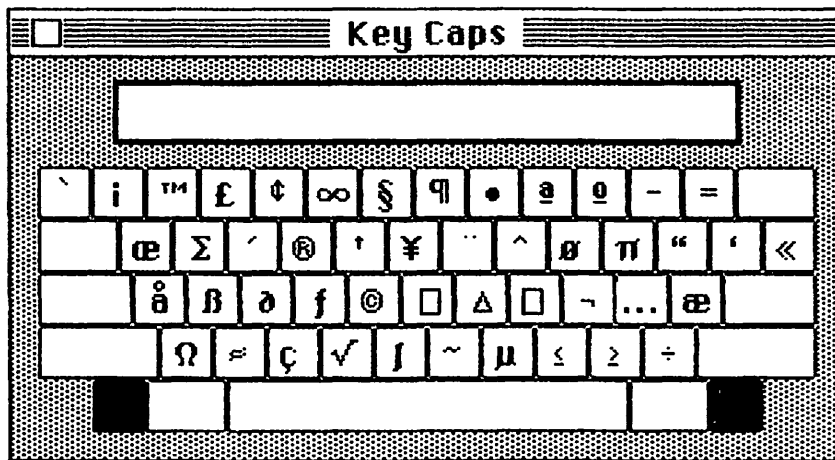


You have no doubt noticed that other countries use alphabets with special marks on some of the letters. Most typewriters and word processors don't have the capability of handling these special letters, and we are sometimes forced to go over a letter by hand to make it "look right."

Fortunately, the Macintosh is an international machine, and MacWrite contains a full set of optional characters (accessed with the **Option** key) that let you spell your pen pal's name correctly. To see the characters you have available to you, pull down the **Apple** menu (the one shown by the little apple) and select the **Key Caps** item. Your screen will show the arrangement of keys on your keyboard.



When you press the **Option** key, the layout will change to show a set of special characters that can be obtained with the help of the **Option** key.

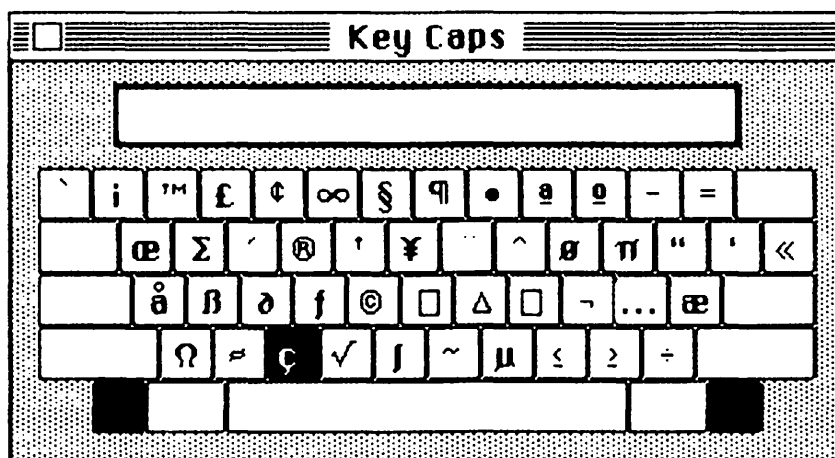


As you can see, the **Option** key gives you access to many more characters. When you are done looking at these keyboard layouts, close the **Key Caps** window by clicking the mouse in the little box in the upper left corner.

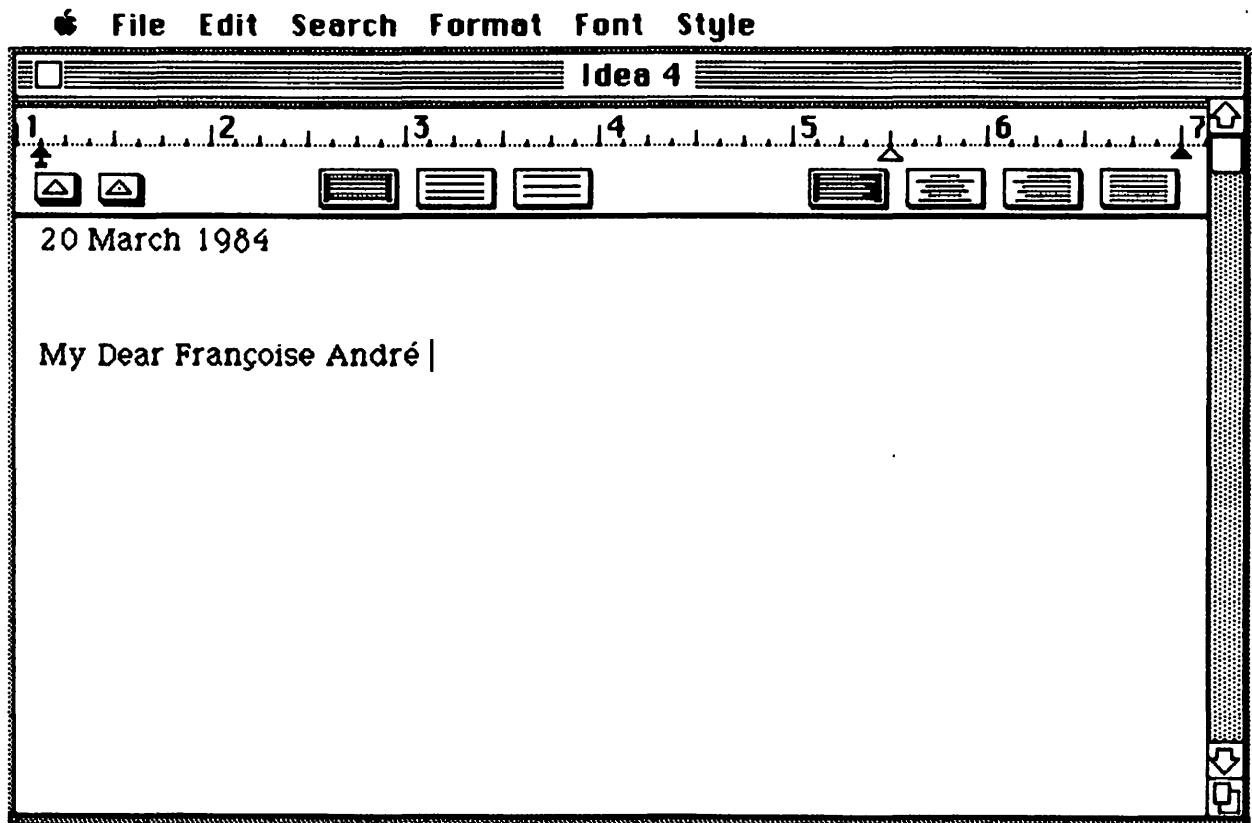
Though the **Option** keyboard shows the range of choices available to you, some fonts may offer more of these choices than others. Generally, you will find that commonly used fonts such as **New York** and **Geneva** will have all the special characters you need.

As it turns out, some of the **Option** characters are typed in conjunction with normal letters, and others stand by themselves.

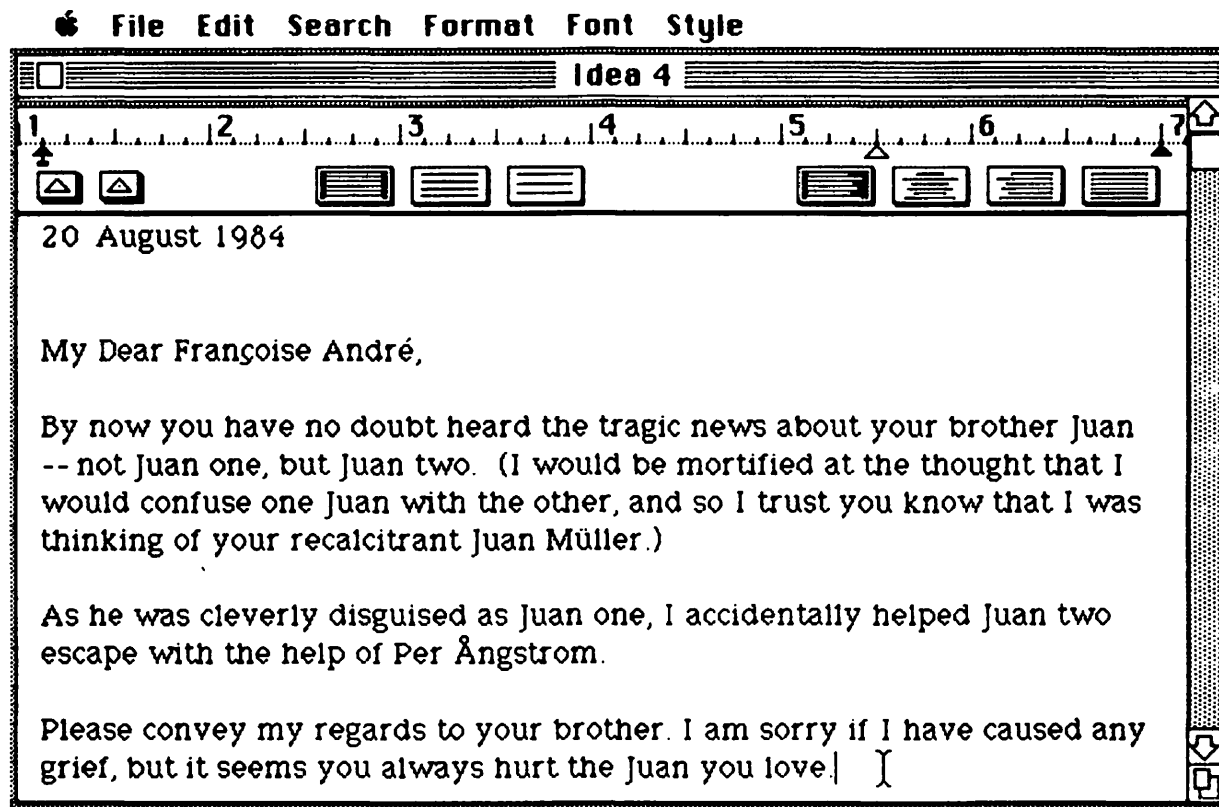
For example, suppose you wanted to write a letter to Françoise André and her brother Juan Jose Brøderblast. (There was a third brother who changed his name to Juan Cañon Müller and left the family home at an early age and was pursued for much of his life without ever being found. He became known as the Juan who got away.) To type this letter, you would just type normally until you got to the ç in **Françoise**. To make this character, you would hold down the **Option** key and press the **c** key.



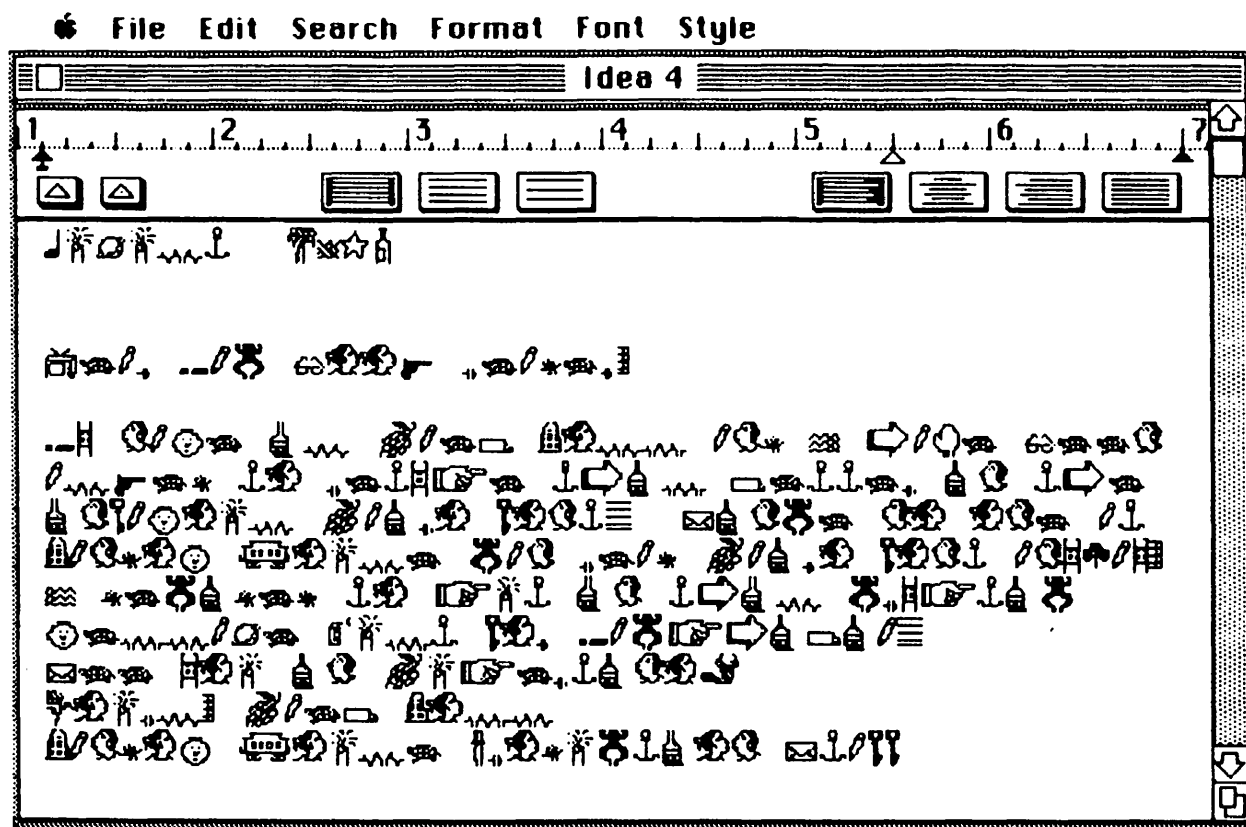
Placing the accent on the **e** in **André** is a little trickier. After typing the **r**, you hold down the **Option** key and press the **e** key. Nothing will happen until you type another letter. If you now type **e**, an accented **é** will appear on the screen.



Other types of marks above letters (such as the tilde and the circumflex) are created in the same way: Type the appropriate **Option** key first, then type the letter to be accented. Other special characters are created by just typing the appropriate **Option** key (*e.g.*, Ångstrom).



As you tinker with the characters made available through the use of the **Option** key, you will find that your foreign friends might write more often. And if you have a friend in Egypt, you might want to select the **Cairo** typeface:



Now, if only your pen pals would respond in English!

IDEA 5 LETTERHEADS

MacWrite

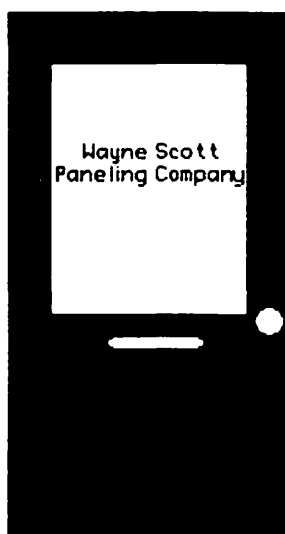
**—IF YOU CAN'T HAVE****Font****THE FONT YOU LOVE...****Style****Edit**

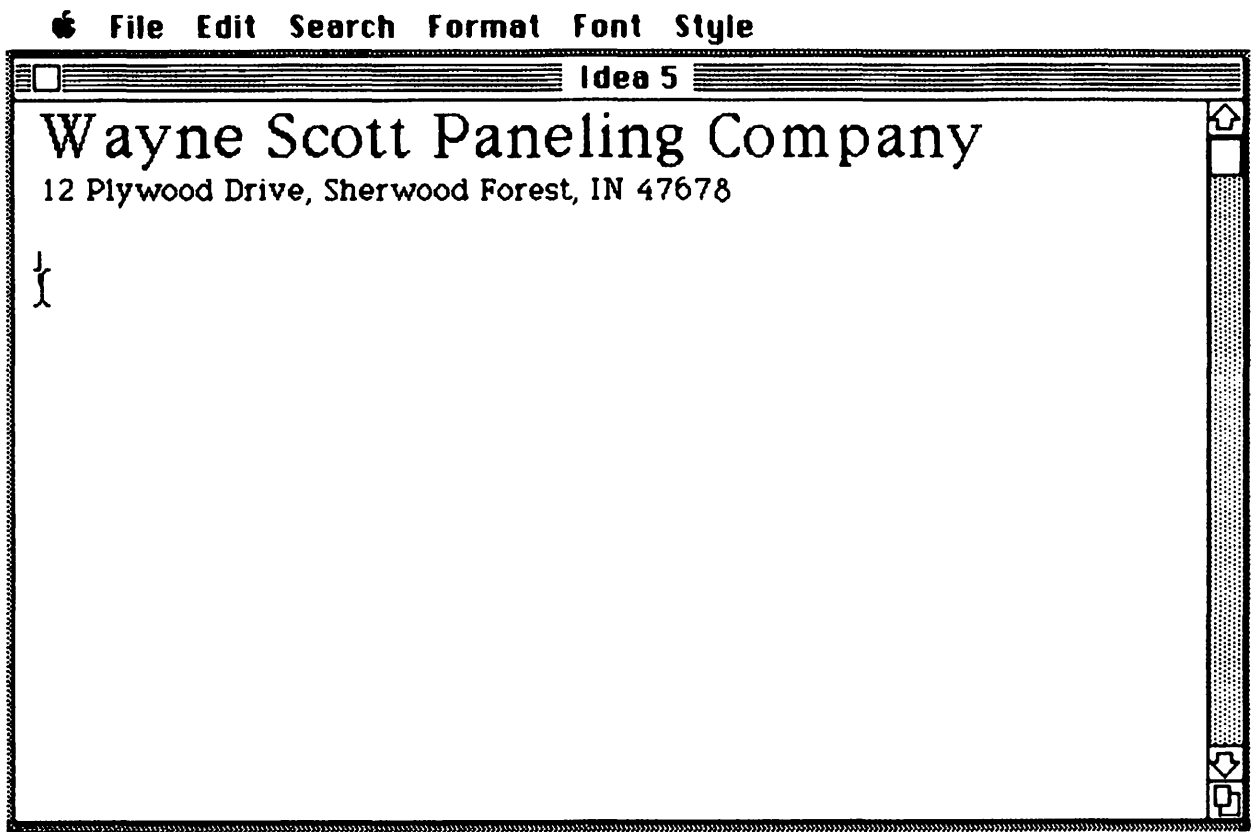
No self-respecting business person would send out a letter typed on a naked sheet of paper. That lacks class and makes it look like you run a shoestring outfit. Fortunately, as long as you have your Macintosh, you can dispel the myth of poverty by sending letters written on wonderful letterheads of your own design. In fact, you can create new letterheads every week if you want.

As any highly paid public relations expert will tell you, letterhead design (as part of your corporate "image") is a fine art (in other words, it costs *beaucoup* bucks). Well, using the various fonts and styles you have on the Macintosh, you can create interesting letterhead designs without spending much money at all.

You must first think of a name for your company. Once you have done that, you should think about the name—is it forceful, techy, soft, sincere, flamboyant, and so on. Once you have made this decision, you are ready to start picking a typeface for your letterhead. Let's suppose that you are in the wood paneling business and you want to make your own letterhead. The best place to start is with the name of your company.

Wayne Scott Paneling Company

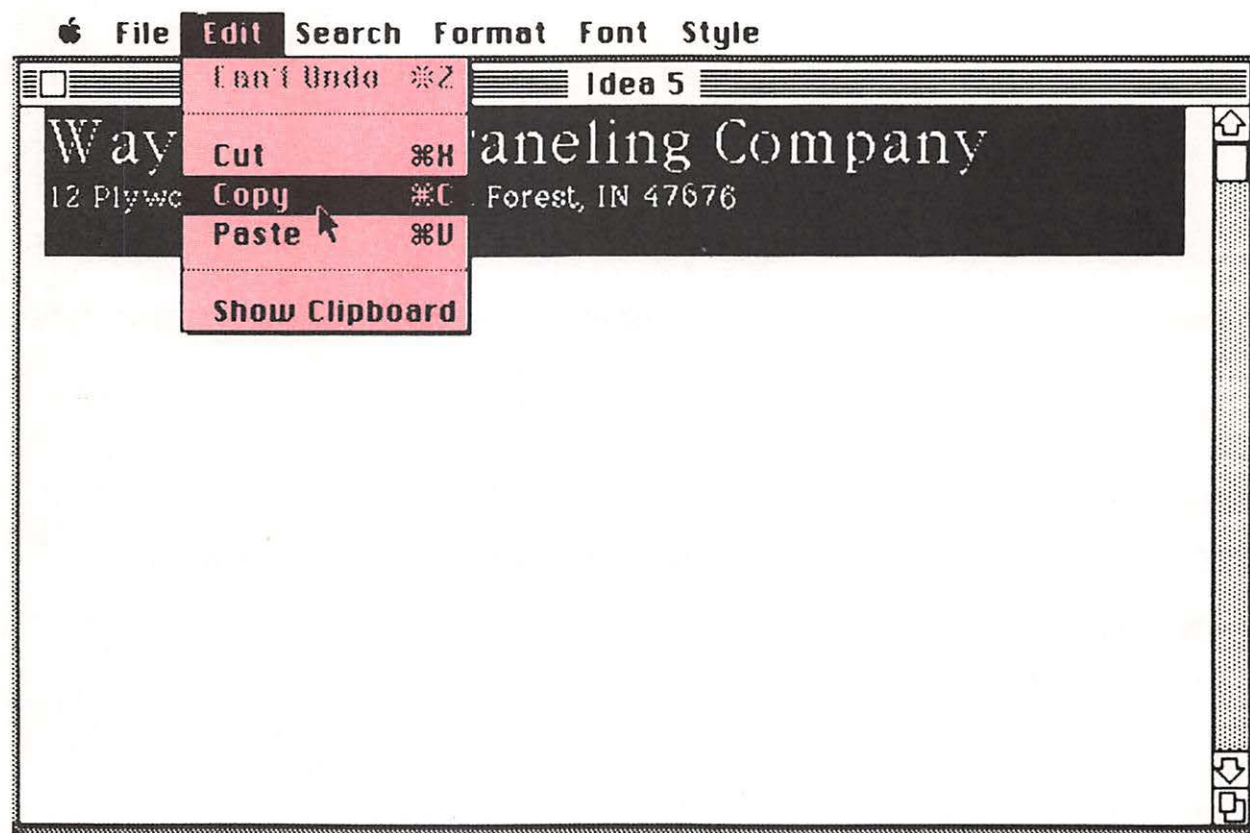




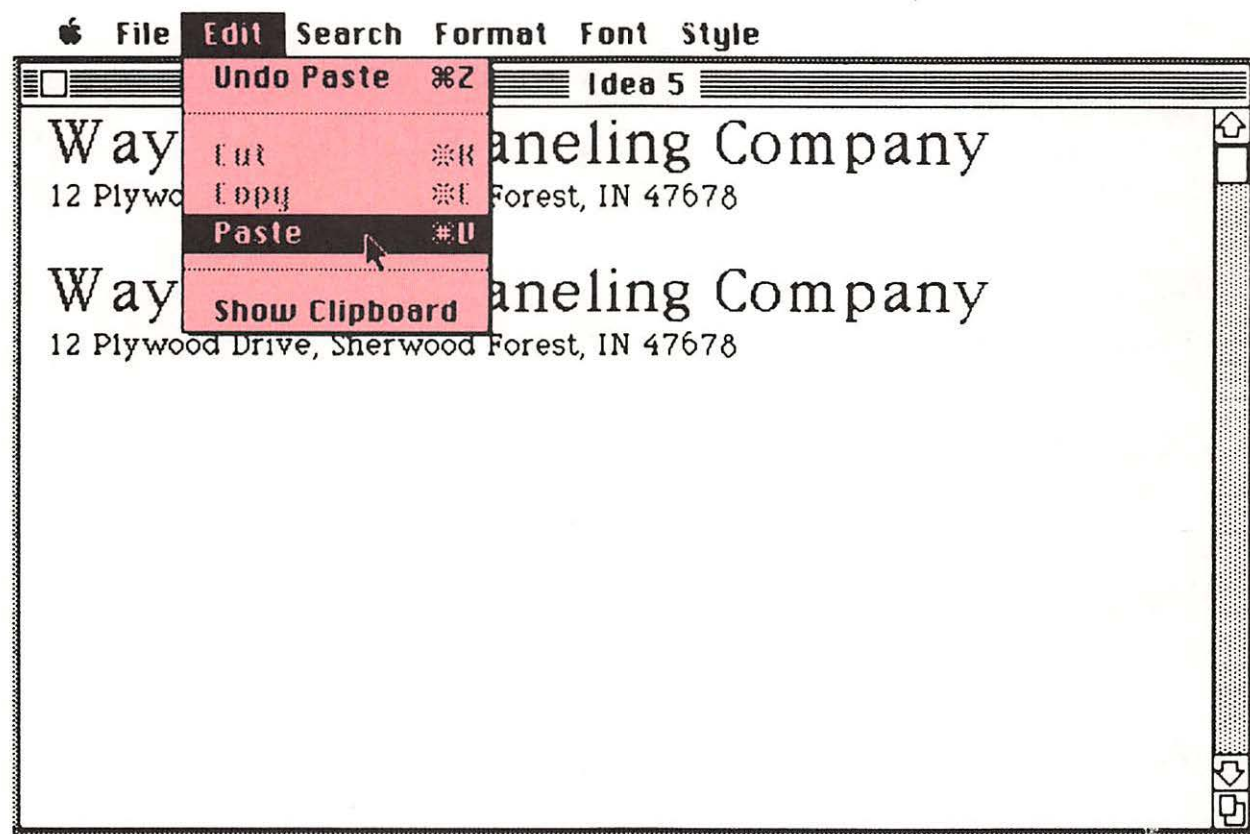
Notice that the name was typed in 24-point characters and that the address was left in the normal 12-point type. It is often a good idea to draw attention to your company name by making it fairly large.

Of course, you may not want this particular typeface for your letterhead. The easiest way to experiment with different typefaces is to make several copies of the letterhead text and to change each of them to a different font.

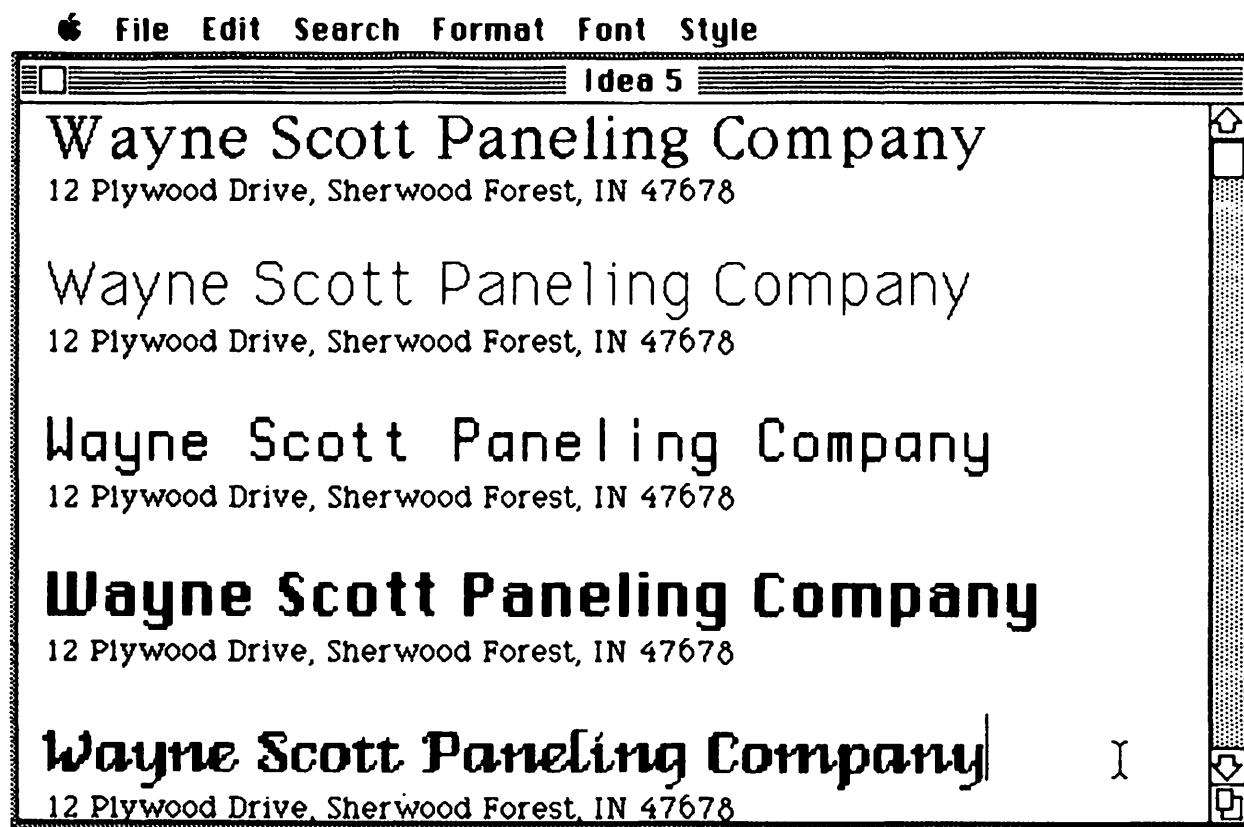
Making copies of text is fairly easy. First, you should select the text you want to copy and then select the **C**opy option from the **E**dit menu.



Next, move the cursor to the end of the text and select the **Paste** option from the **Edit** menu. Each time you select **Paste** (or, alternatively, type **Command V**), another copy of the text will be appended to your document.

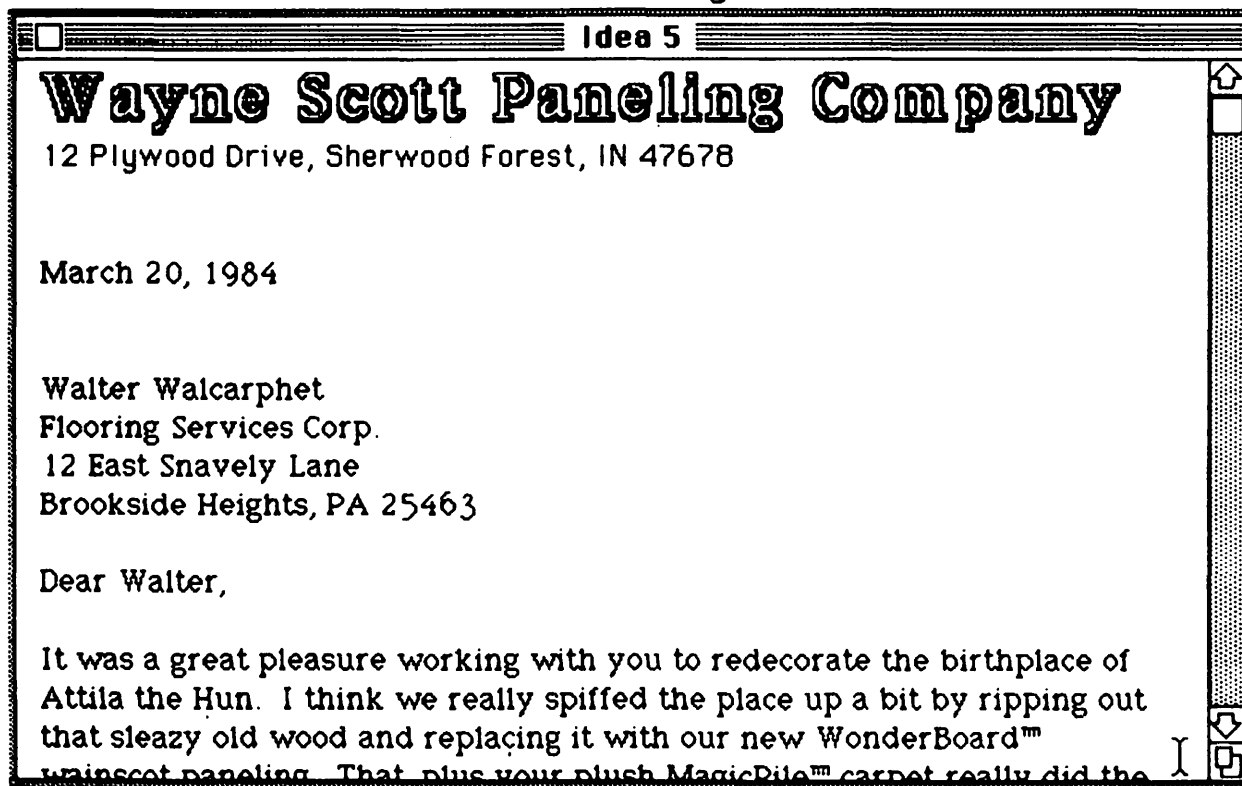


Once you have created a few copies of the text, change the first line of each sample to a different font. Some fonts will appeal to you right away, and others will look horrible. For our example, I think that the starting font (**New York**) looks just fine.



Next, you can make some copies of the letterhead text with this font and try some of the **Style** options: **Plain**, **Bold**, **Outline**, **Shadow**—each of these lends a different character to the letterhead. I think I prefer the **Shadow** style myself.





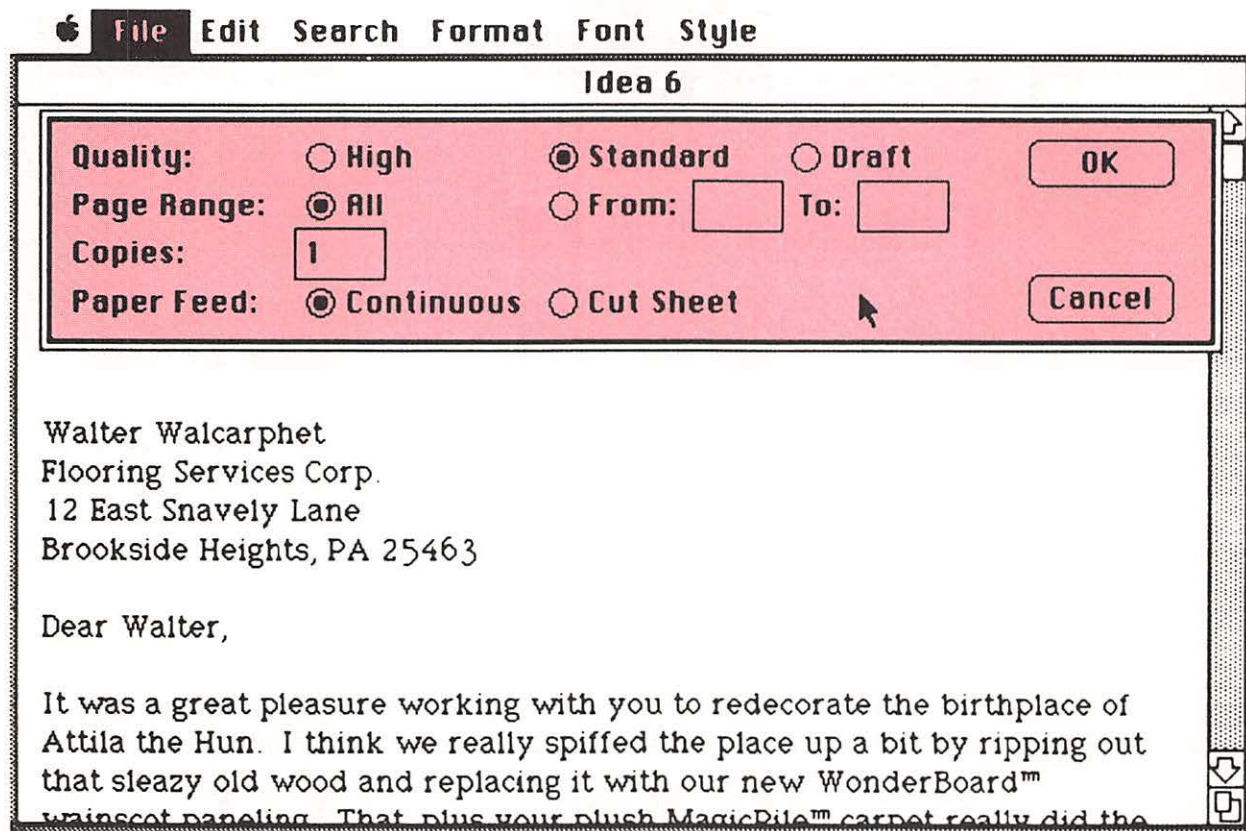
After picking out the font and style for the first line of the letterhead, you can then repeat the process for the address line. Assuming you print your letters on high-quality paper, your letterheads can reflect the high quality of your business.



SWEET PRINTS

If you have been reading straight through to this point you will notice that I got so carried away with the creation of letters that I forgot to tell you how to print them! Of course, as you know from your Macintosh manuals, your printer is easy to use, and you probably have it under control at this point. Still, I seem always to be finding out new things about the printer, so I thought a few words on this topic might be appropriate.

When you are printing out letters and such, all you have to do is select **Print** from the **File** menu. Once you make this selection, you will see the following image on the screen.



The three options on the top line relate to print quality. **High** gives the highest-quality print but takes a long time to generate a document (first sample letter). **Standard** is great for drafts but is a tad on the light side (second sample letter). **Draft** doesn't even try to be pretty—just fast (third

Wayne Scott Paneling Company

12 Plywood Drive, Sherwood Forest, IN 47678

March 20, 1984

Walter Walcarphet
Flooring Services Corp.
12 East Snavelly Lane
Brookside Heights, PA 25463

Dear Walter,

It was a great pleasure working with you to redecorate the birthplace of Attila the Hun. I think we really spiffed the place up a bit by ripping out that sleazy old wood and replacing it with our new WonderBoard™ wainscot paneling. That, plus your plush MagicPile™ carpet really did the trick.

Now, for our *next* job, I was thinking of bidding on the contract to panel the Lincoln Memorial. Our limed oak would look good against the marble, and your custom carpeting with the prints of Lincoln head pennies would be appropriate. I think people would just love it, don't you?

Yours in rebuilding the world,

Wayne Scott
(remember, its not wainscot paneling if it isn't from Wayne Scott!)

Wayne Scott Paneling Company

12 Plywood Drive, Sherwood Forest, IN 47678

March 20, 1984

Walter Walcarphet
Flooring Services Corp.
12 East Snavelly Lane
Brookside Heights, PA 25463

Dear Walter,

It was a great pleasure working with you to redecorate the birthplace of Attila the Hun. I think we really spiffed the place up a bit by ripping out that sleazy old wood and replacing it with our new WonderBoard™ wainscot paneling. That, plus your plush MagicPile™ carpet really did the trick.

Now, for our *next* job, I was thinking of bidding on the contract to panel the Lincoln Memorial. Our limed oak would look good against the marble, and your custom carpeting with the prints of Lincoln head pennies would be appropriate. I think people would just **love** it, don't you?

Yours in rebuilding the world,

Wayne Scott
(remember, its not wainscot paneling if it isn't from Wayne Scott!)

Wayne Scott Paneling Company
12 Plywood Drive, Sherwood Forest, IN 47678

March 20, 1984

Walter Walcarphet
Flooring Services Corp.
12 East Snively Lane
Brookside Heights, PA 25463

Dear Walter,

It was a great pleasure working with you to redecorate the birthplace of Attila the Hun. I think we really spiffed the place up a bit by ripping out that sleazy old wood and replacing it with our new WonderBoard wainscot paneling. That, plus your plush MagicPile carpet really did the trick.

Now, for our next job, I was thinking of bidding on the contract to panel the Lincoln Memorial. Our limed oak would look good against the marble, and your custom carpeting with the prints of Lincoln head pennies would be appropriate. I think people would just love it, don't you?

Yours in rebuilding the world,

Wayne Scott

(remember, its not wainscot paneling if it isn't from Wayne Scott!)

sample letter). **Draft** quality is OK when you need to proofread a long document, but it doesn't let you know which words are in italics, and symbols tend to disappear.

For printing letters (especially with your built-in letterhead), you will always pick the **High** quality option and then click your mouse in the box marked **OK**. If you want to print more than one copy of your document, just select the **1** in the **Copies** box and replace it with the number of copies you want to print. When making multiple copies, especially of long documents, your computer will be tied up for a while as each copy is printed. Also, you will wear out your ribbon if you print lots of copies. The Mac is terrific for creating original documents, but it isn't the world's best copying machine.

Quality:	<input type="radio"/> High	<input checked="" type="radio"/> Standard	<input type="radio"/> Draft	OK
Page Range:	<input checked="" type="radio"/> All	<input type="radio"/> From: <input type="text"/>	To: <input type="text"/>	
Copies:	<input type="text" value="1"/>			Cancel
Paper Feed:	<input checked="" type="radio"/> Continuous	<input type="radio"/> Cut Sheet		

The **Page Range** portion of the **Print** function is worth explaining.

Normally you will print the entire document. But sometimes you just need to print a page or two. Suppose you have just finished printing a lengthy tome on charitable contributions to aid the Venetian Blind and you discovered that you misspelled *eleemosynary* (go ahead, look it up) on page 13. Rather than reprint the entire document, you can simply reprint page 13. To do this, enter 13 in the **From** box and 13 in the **To** box:

Quality:	<input type="radio"/> High	<input checked="" type="radio"/> Standard	<input type="radio"/> Draft	<input type="button" value="OK"/>
Page Range:	<input type="radio"/> All	<input checked="" type="radio"/> From: 13	To: 13	
Copies:	<input type="text" value="1"/>			<input type="button" value="Cancel"/>
Paper Feed:	<input checked="" type="radio"/> Continuous	<input type="radio"/> Cut Sheet		

Now when you select **OK**, your printer will print only page 13.

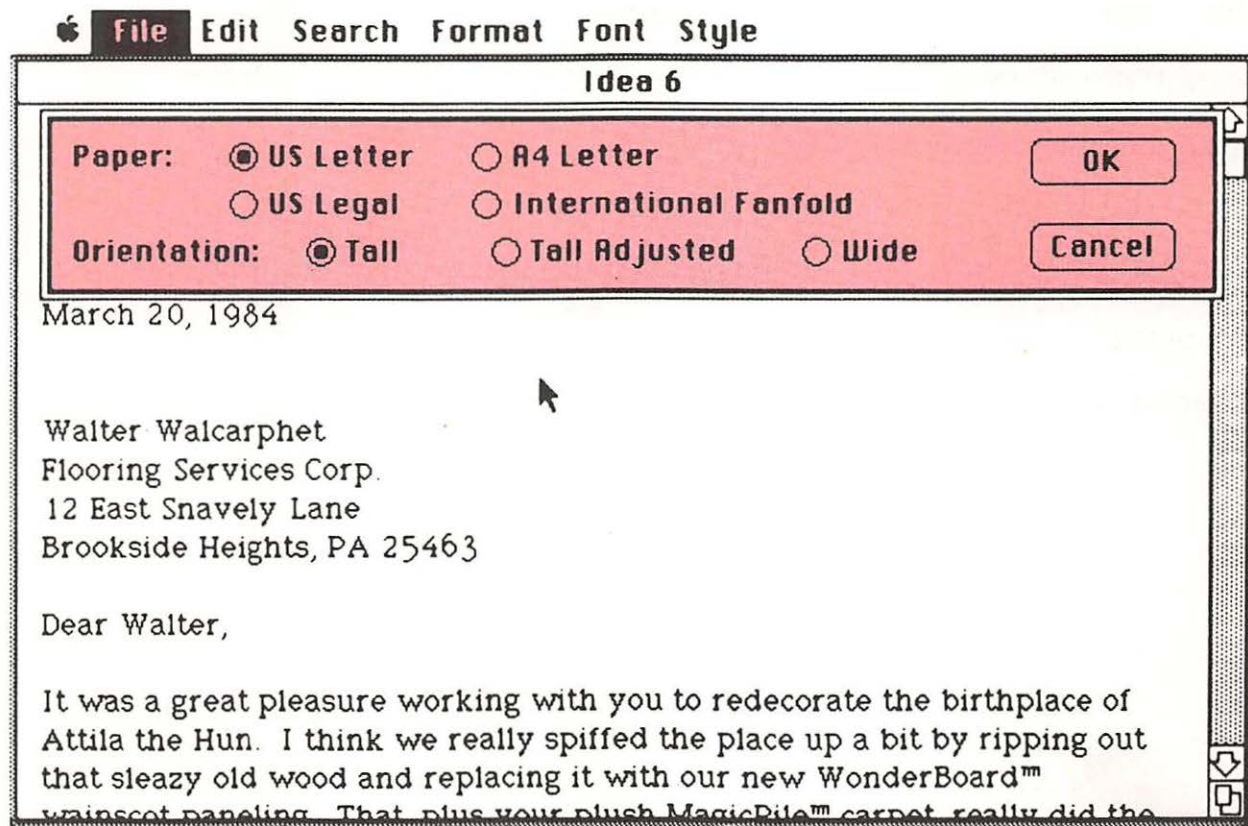
One other subtlety of this feature needs explaining. The numbers we put in the **From** and **To** boxes tell us the page range of the document we have in memory at that time. In other words, in our example, we will print the *thirteenth* page of the document. This page may or may not be numbered (we discuss that later), and its number may or may not be 13.

Your Imagewriter printer can handle both cut-sheet or continuous (fan-fold) paper. The bottom line of the **Print** screen lets you select which you are using.

You will find that your most recent printer settings will be remembered by MacWrite (except for the number of copies and page range), so you usually don't have to make changes to this screen.

Paper:	<input type="radio"/> US Letter	<input type="radio"/> A4 Letter	<input type="button" value="OK"/>
	<input type="radio"/> US Legal	<input type="radio"/> International Fanfold	
Orientation:	<input type="radio"/> Tall	<input type="radio"/> Tall Adjusted	<input type="radio"/> Wide <input type="button" value="Cancel"/>

Now you may be a lawyer or someone who got a good deal on some funny-sized paper. If this is the case, you will also want to let your printer know that you aren't printing on standard 8 1/2-by-11-inch paper. Changes of this sort are also handled through the **File** menu using the **Page Setup** function. Once this function is selected, you will see on the following image on the screen.



The normal setting is for traditional 8 1/2-by-11-inch paper (**US Letter**). By clicking your mouse in the right circle or word, you can change the paper size setting. Once you have approved of the change (by clicking your mouse in the **OK** box), your document will be reformatted on the screen to let you see what it will look like when printed.

The orientation line can be changed to produce some special features, but we will discuss these later on. For now, you will probably want to leave the orientation selection at **Tall**.

Changes to **Page Setup** are remembered automatically. If your documents are being printed in the "wrong" size, you probably forgot to change the **Page Setup** settings.

IDEA 7 PLACE SETTINGS

MacWrite



Font

Style

Print

It finally happened. You have decided to get married, and your prospective in-laws are coming over for dinner. Well, obviously, you want them to think you are classy, so what better way to convey this image than by throwing a formal dinner party?

To be really chic, you will need to borrow some good wine bottles to hold your jug wine, and you may want to have someone help you throw out all your old Chicken Licken wrappers. Even after you have prepared your menu, scraped the candle wax off the floor, caught your trout, and shot your pheasant, you still have some golden opportunities to impress your guests as they have never been impressed before.

You can use your Macintosh to make custom place markers and custom menus. Wowee!

Making place markers is a snap. All you have to do is select the 24-point **London** font and type the names, leaving several **Returns** for vertical space between them.

Mr. Rynton Tynn

Mrs. Rynton Tynn

Miss Muffin Tynn

Mr. Jock Swett

After printing these place markers, cut them out (use blunt scissors so you don't hurt yourself) and fold them in two so they stand up.

Next, for the extra touch, create a personalized menu for each person. Choose your font and size carefully for the maximum effect. I prefer 14-point **Venice** myself, but feel free to choose your own favorite. When your menu is complete, print each personalized copy on high-quality paper and make sure your guests know they can take it home to glue in their scrapbook.

I guarantee that yours will be a meal they'll never forget!

Menu for Miss Muffin Tynn

Appetizer

Crème cheese flambé on saltines

Liver pâté on crackers de Ritz

Soup

Crème de mushroom à la Campbell

Entrée

Peanut paté sandwich with

Romaine lettuce en Croissant

Dessert

Les Twinkies au Jell-O

Beverages

Vin maison: Thunderbird, 1984

Milk glacé au chocolat

Café

Cognac de la Vallée de Napa

Menu for Miss Muffin Tynn

Appetizer

Crème cheese flambé on saltines

Liver pâté on crackers de Ritz

Soup

Crème de mushroom à la Campbell

Entrée

**Peanut pâté sandwich with
Romaine lettuce en Croissant**

Dessert

Les Twinkies au Jell-O

Beverages

Vin maison: Thunderbird, 1984

Milk glacé au chocolat

Café

Cognac de la Vallée de Napa

**POETRY**

Style

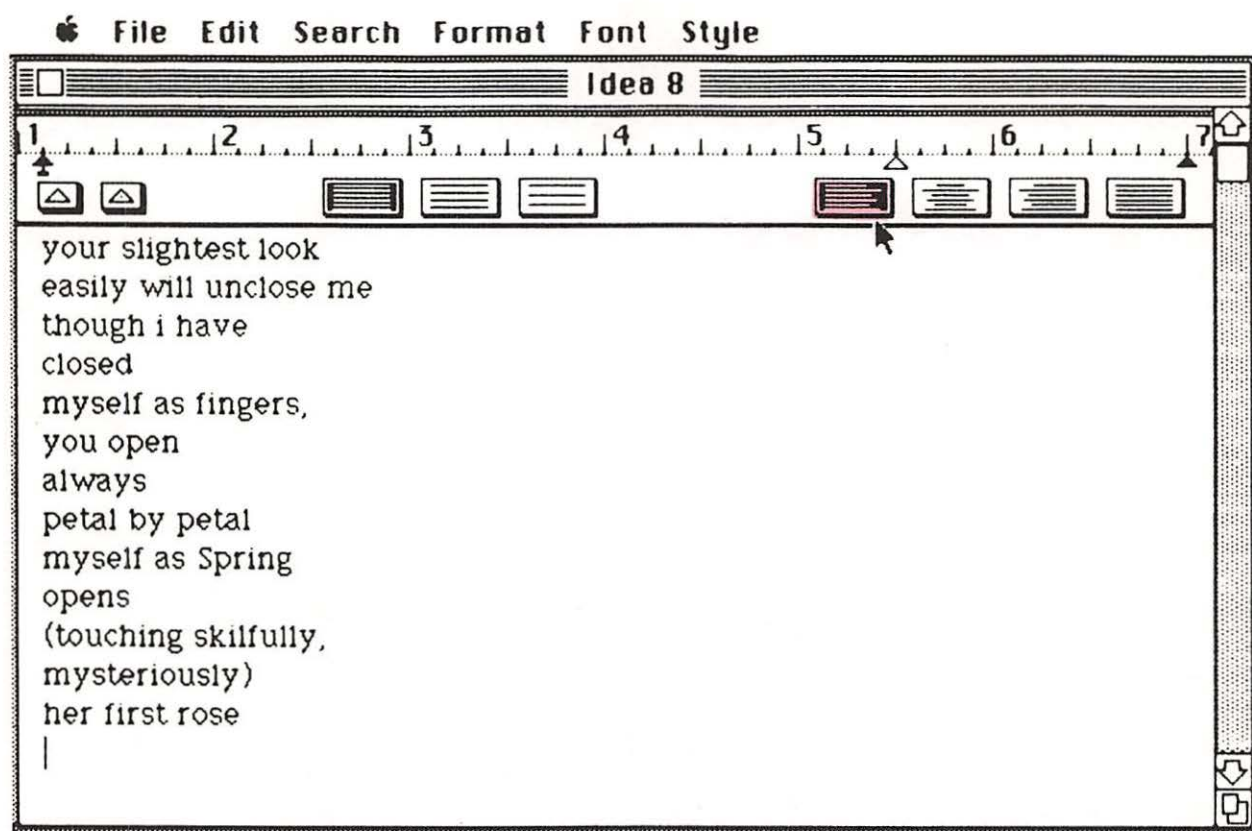
Font

The message conveyed by a poem can lie as much in its appearance on the page as it can in its words. MacWrite is a wonderful tool for poets, simply because it lets you experiment with the placement of words on the page, as well as with the typeface you are using. To show how you can showcase your own poetry to its best advantage, we will use the second stanza of a poem by e. e. cummings.

somewhere i have never travelled,gladly beyond
any experience,your eyes have their silence:
in your most frail gesture are things which enclose me,
or which i cannot touch because they are too near

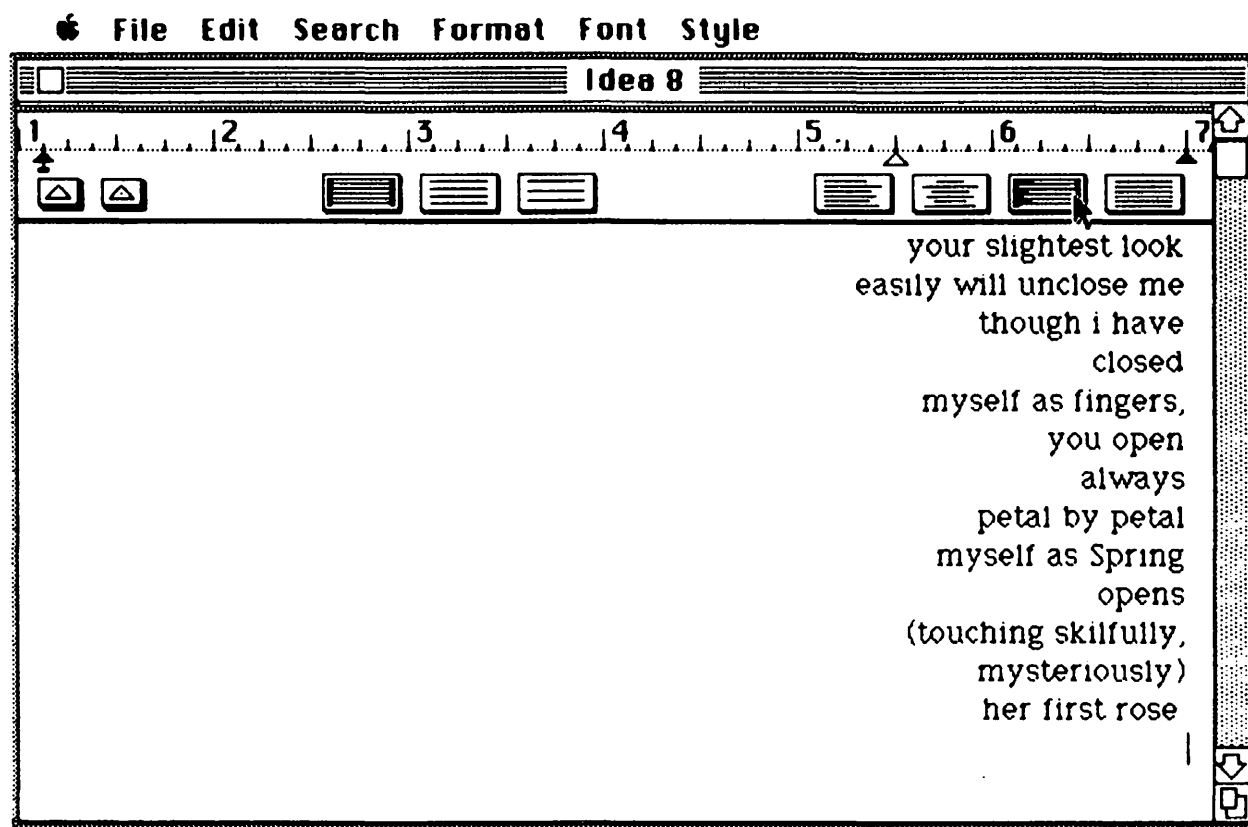
your slightest look easily will unclothe me
though i have closed myself as fingers,
you open always petal by petal myself as Spring opens
(touching skilfully,mysteriously)her first rose

—e. e. cummings

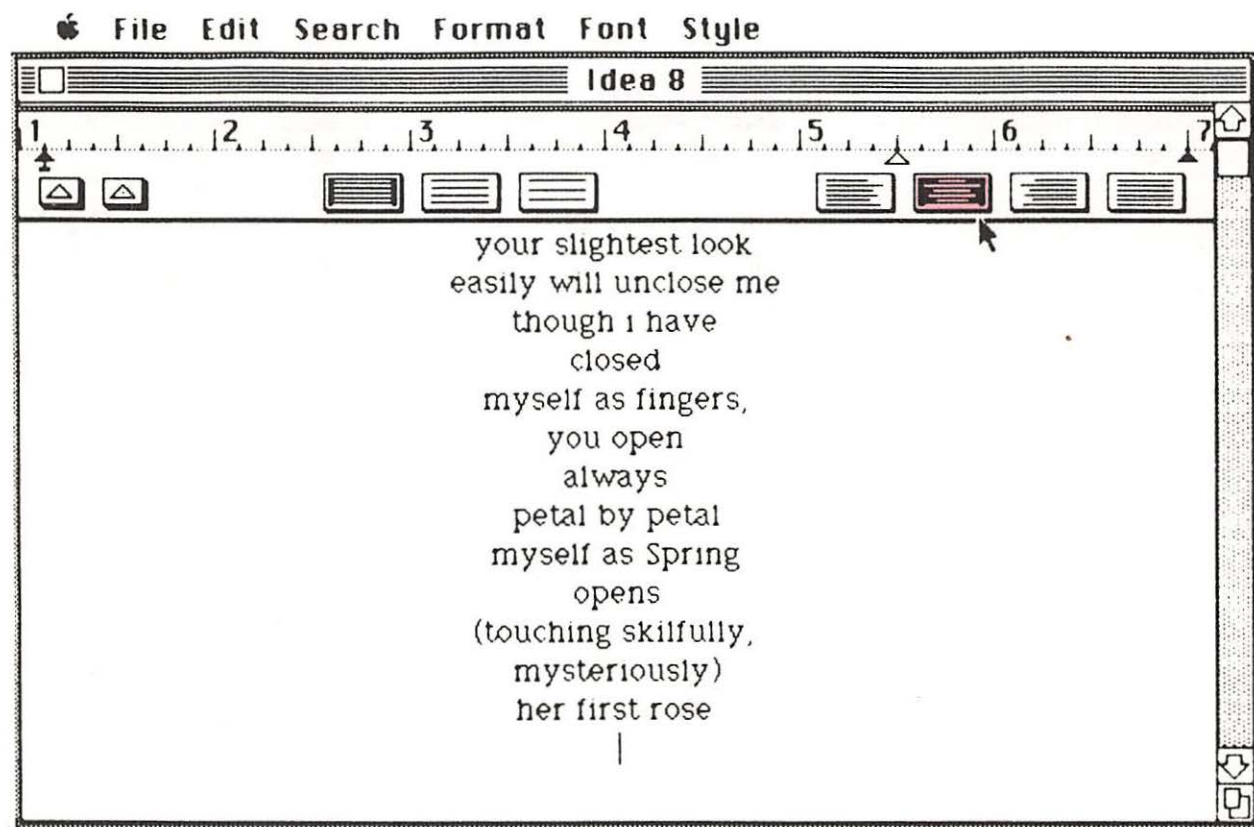


After you have read the poem, I would like to direct your attention to the ruler at the top of the screen. MacWrite uses rulers to set the format of your documents. When you first start to create a MacWrite document, the ruler is set up for the creation of single-spaced text with what is called "ragged right" justification. All ragged right means is that the first letter of each line lines up with the first letters of the other lines and the last letter of each line ends up wherever you leave it. This makes the right edge of the page of text ragged. If you look at the row of four boxes between inches 5 and 7, you will see that the first box is black, showing that it has been selected.

These four boxes are used to select any of four alignment options: ragged right, centered, ragged left, and full justified. The next two illustrations show the appearance of our poem in ragged left and centered text.



Because we used a **Return** at the end of each line in the poem, we cannot see the result of full justification, but we will explore that later on.



I find the centered text to be particularly attractive for this poem, but I would rather use another typeface. Here is the cummings quote again, printed in 18-point **Venice**.

your slightest look
easily will uncloset me
though i have
closed
myself as fingers,
you open
always
petal by petal
myself as Spring
opens
(touching skilfully,
mysteriously)
her first rose

Here is the entire poem, printed exactly as e. e. cummings wrote it:

~~~~~

somewhere i have never travelled, gladly beyond  
any experience, your eyes have their silence:  
in your most frail gesture are things which enclose me,  
or which i cannot touch because they are too near

your slightest look easily will unclose me  
though i have closed myself as fingers,  
you open always petal by petal myself as Spring opens  
(touching skilfully, mysteriously) her first rose

or if your wish to be close to me, i and  
my life shut very beautifully, suddenly,  
as when the heart of this flower imagines  
the snow carefully everywhere descending;

nothing which we are to perceive in this world equals  
the power of your intense fragility: whose texture  
compels me with the colour of its countries,  
rendering death and forever with each breathing

(i do not know what it is about you that closes  
and opens; only something in me understands  
the voice of your eyes is deeper than all roses)  
nobody, not even the rain, has such small hands

~~~~~


IDEA 9 THE WEDDING

MacWrite



INVITATION

Font

Style

Print

Your poems have cast their spell, and the time has come to tie the knot. What with the expenses associated with marriage being so high, you should be expected to save some money somewhere. But inexpensive needn't be tacky. You can use your Macintosh to create stunning wedding invitations. As with the poetry example, centered text with the **Venice** font is quite attractive.

Dr. and Mrs. Peyton Saints
are pleased to finally announce
the marriage of their last daughter
Wendy Saints
to
Dr. Ron D. Vous
at
The First Church of What's Happening Now
1237 Elm
Expandable, Wisconsin
on
April 15, 1984, 3 PM

R.S.V.P.
Send Money

To make your invitations look their best, print them out using 24-point type and then have your printer reduce the original by 50 percent when printing it. This will have the effect of diminishing the "jaggies" on your characters.



There is always a special occasion that deserves celebration. Perhaps you survived an entire Christmas party without being yelled at by your Aunt Edna, or perhaps your secretary has finally, after three years, learned to spell your name correctly. I'm sure that on any given day, you can single out at least one person who deserves recognition for some stellar accomplishment.

With so much to celebrate, you obviously don't want to have to spend money on a gift, so what better gift to give than a personalized certificate of merit, suitable for framing? And just how is this splendidiferous document to be created, you ask? On the Mac, of course.

The best approach is to type in the contents of the award, proofread it for errors, and then change the typeface and size as appropriate. If you are in the habit of giving out a lot of awards, you may want to keep much of your award the same and just change the personal material.

Remember, when composing your text, lesser accomplishments deserve even more flowery praise.

To ALL who shall see these presents, **GREETINGS**.

Be it known that on the 24th of March, in the year of Our Lord 1984, our noble and trusted errand person,

Mr. Stan Ding

Did in fact, and in the presence of several witnesses,

walk and chew gum at the same time.

In honor of this *momentous* occasion, through the powers vested in me, I hereby present and proclaim as the only true and official record of this feat,

this award.

Be it here enacted, by my signature below, that this award is conveyed to the recipient in lieu of his being dismissed for goofing off on company time.

His royal and noble scribe,

Nick Alodean

IDEA 11 HEAD OVER

MacWrite

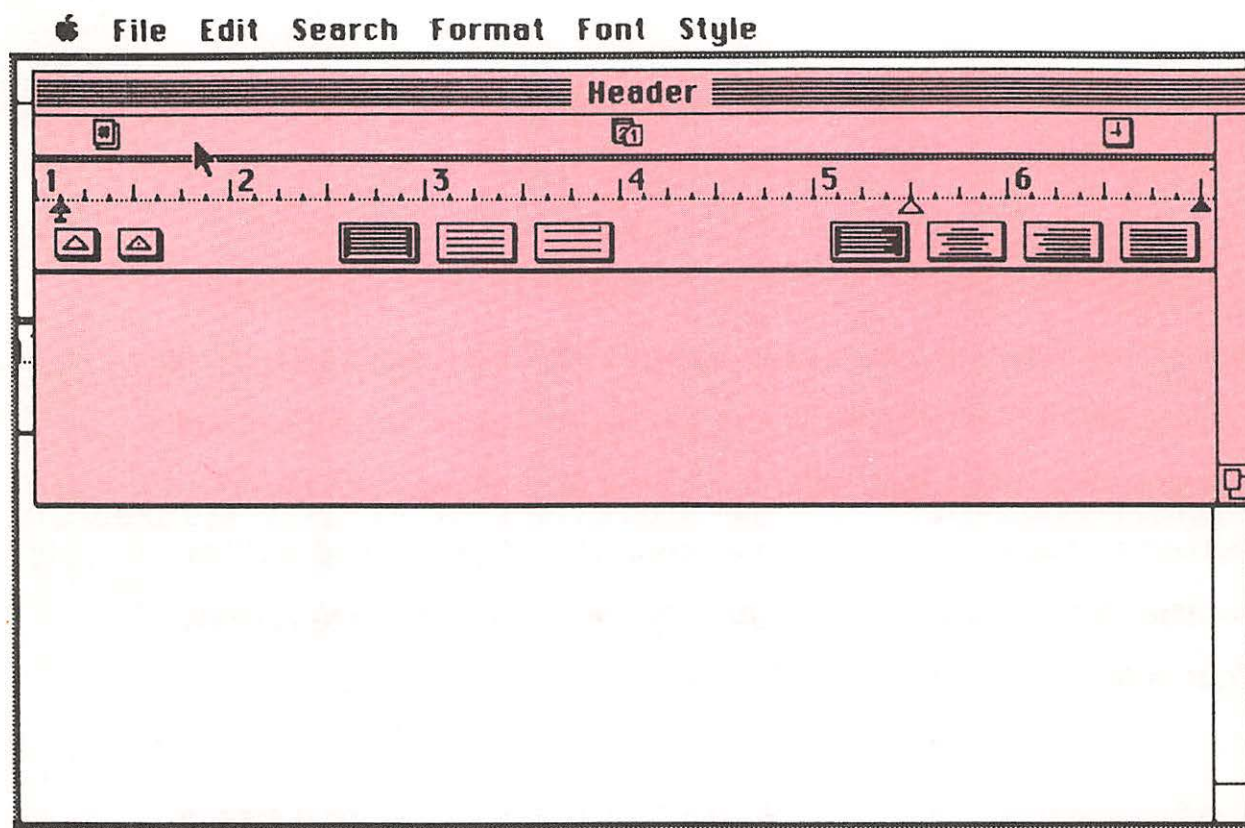
**HEELS OVER HEADERS****Format****AND FOOTERS****Style****Font**

So far, all our documents have been about one page long. If you are interested in creating longer documents (and who isn't?), you probably would like a way to number your pages. Furthermore, you would probably like the option of numbering your pages at the top or at the bottom, and, if you are a legal eagle, you would like a place on each page for someone to witness that he or she read the contents or to notify the reader that the contents are confidential, or the like. In other words, you need to learn how to create page headers and footers.

Headers and footers are valuable even without any text on them because they let you set the vertical margins for the page. This is important when you don't want text to appear too close to the top of a page or too near the bottom. For example, creative use of headers and footers (and double spacing) can let you turn that 15-page report into a 20-page tome—far more impressive—without adding a single line of text.

But enough of the practical rationale. How do we do it?

If you pull down the **Format** menu, you will see an entry called **Show Header**. Selecting this option will cause a header window to be shown on the screen.

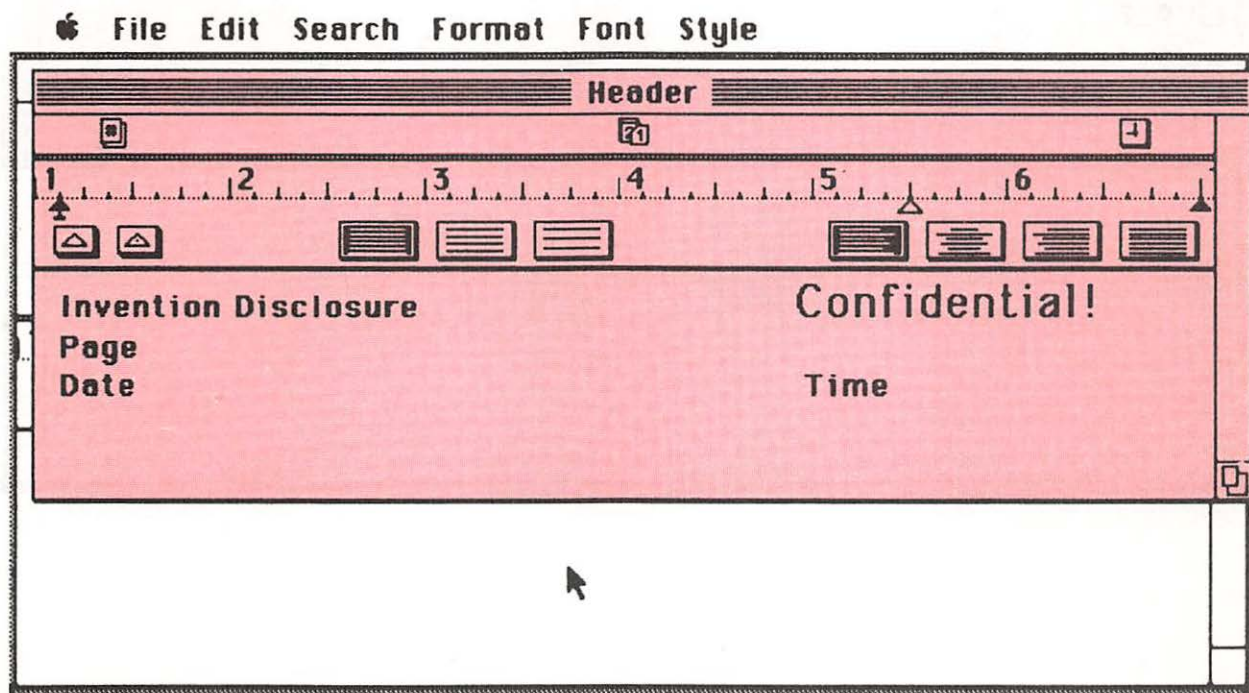


This window looks like an ordinary text window, except that above the ruler there are three special marks. The mark to the left (the one with the # sign in it) stands for page number, the center mark with the numbers in

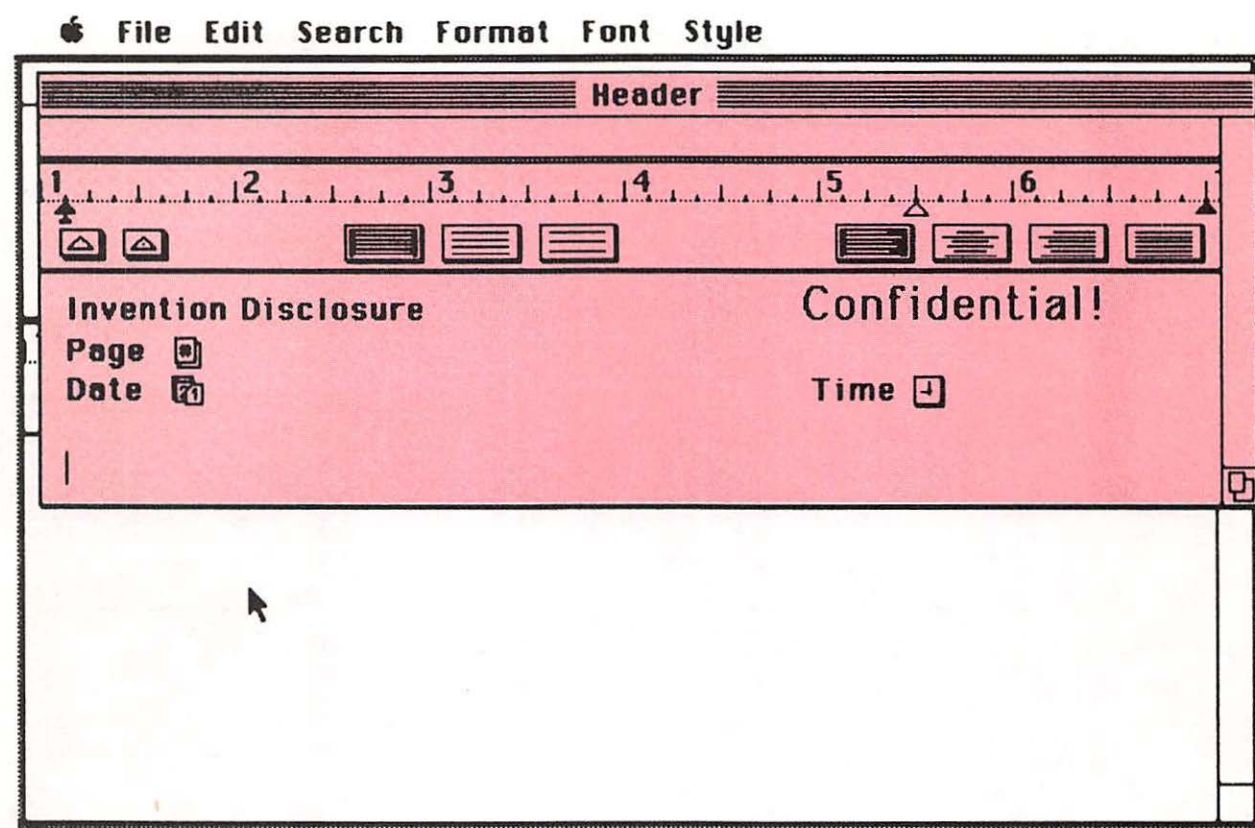
it is a date marker, and the clock face to the right is a time-of-day marker. These markers can be used in conjunction with text to set up your header for your document.

For example, let's suppose you are an inventor and you want to create an invention disclosure form using your Macintosh. Information that you might want on each page of your invention disclosure would include the date and time of creation, page numbers, and space for you to sign each page and have it witnessed. We will put the signing and witnessing information in the footer and the rest of the information in the header.

First, we will enter the text associated with the header just as you would in the main text window. You can use the ruler to adjust margins, spacing, centering, and so on, just as you would normally.



Next, we will pull the page number icon down from the ruler to reside next to the word **page** and bring the date and time-of-day markers down to their respective positions in the same manner. To move a marker, just point at it with the mouse, hold the mouse button down, and drag the marker to its resting place. You may want to add a few **Returns** to give some space between the bottom of the header and the first line of text on the page.

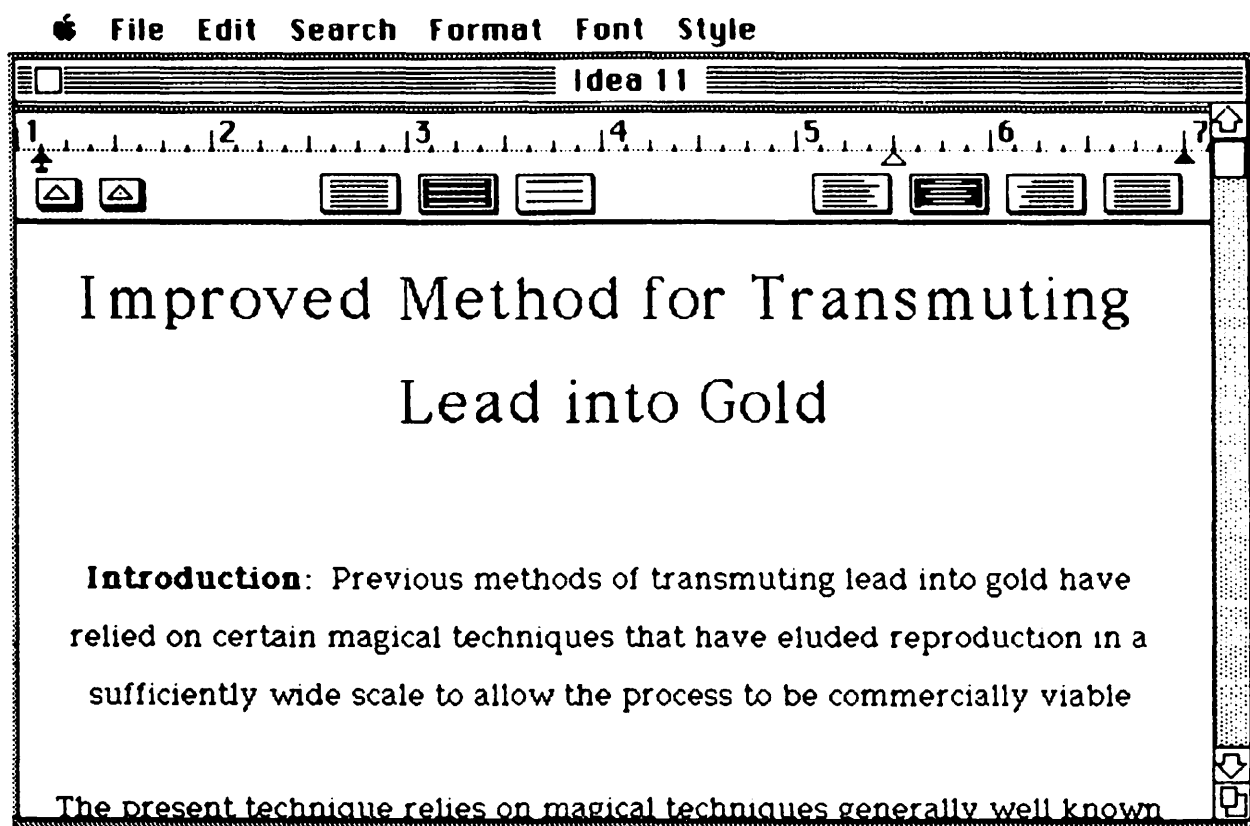


Now that the header is finished, click the mouse button in the normal text window to make the header appear in its proper place on the screen. As you will see, the header will be shown in its proper position above the text window, with all the numbers filled in automatically!

Next, pick the **Show Footer** option from the **Format** menu. Once again you are shown a special text window complete with its own ruler and set of special symbols. For our footer, we will provide room for two signatures. First, enter a few **Returns** to provide space below the last line of text on the page, then enter the text you would like to have appear at the bottom of each page.

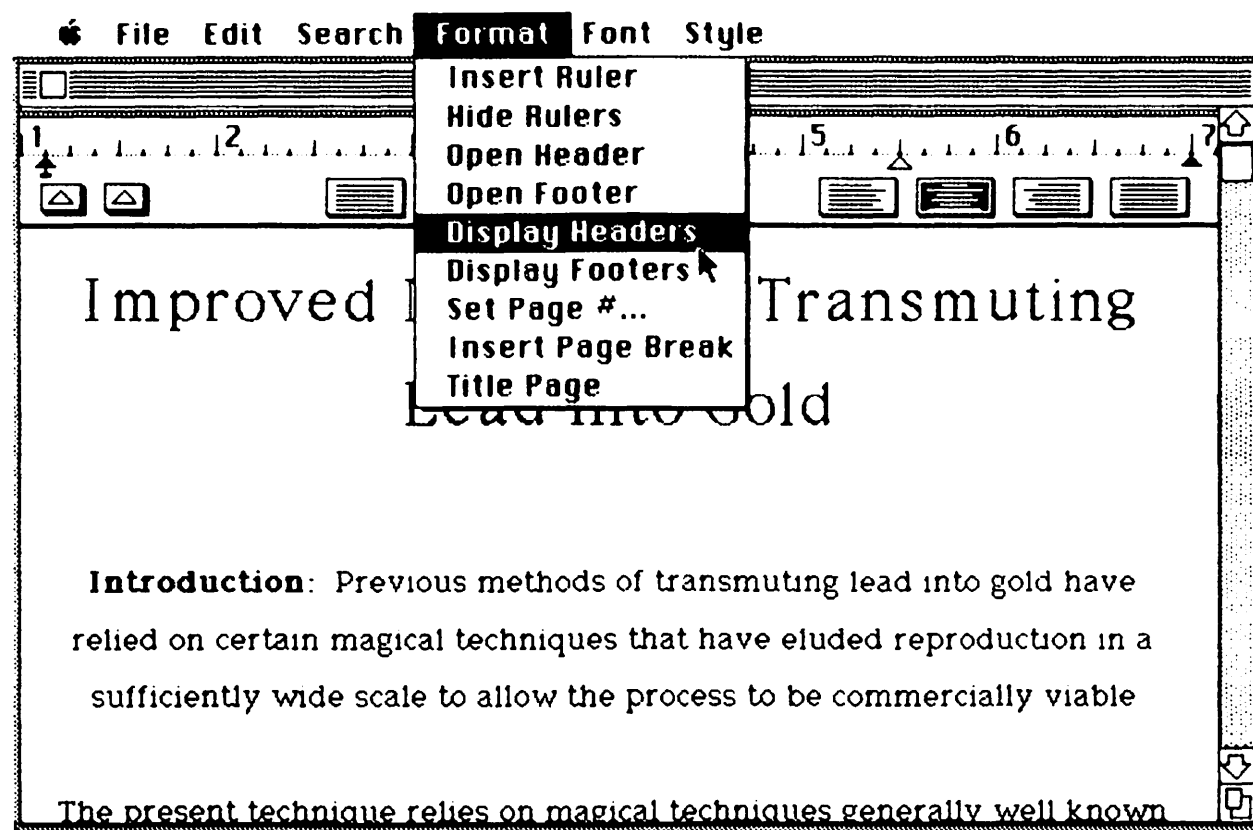
Once you have completed this task, click your mouse in the normal text window to make the footer appear in its normal place.

Headers and footers are quite valuable additions to your documents. But sometimes you don't want to have them appear on the first page of a document. In this case you can select **Title Page** from the **Format** menu to suppress the printing of header and footer text on this page.



The easiest way I have found to edit headers and footers is to select **Hide Header** and then **Show Header** from the **Format** menu to make the header window visible.

Through the creation of several standard sets of headers and footers, you can create a series of blank forms to use with your business. Each of these forms should be kept in a separate file to simplify the creation of standard documents.



A document with headers and footers appears on the next page.

Improved Method for Transmuting Lead into Gold

Introduction: Previous methods of transmuting lead into gold have relied on certain magical techniques that have eluded reproduction in a sufficiently wide scale to allow the process to be commercially viable.

The present technique relies on magical techniques generally well known in the state of the art, but is unique in that the transmutation apparatus is provided with several of the beam deflector circuits previously used in the transformation of sow's ears into silk (see US 3,456,789). The extraction of the appropriate essential energy needed to effect the transmutation is performed in the acceptor chamber denoted by areas 1 through 7 in Figure 1. The lead is placed on a conveyor (14) and conveyed by normal conveyance means that include, but are not limited to, the movement of said lead through the motion of a webbed belt under the motive power of

Witnessed and understood:

Submitted by:

Date:_____

Date:_____

IDEA **12** THE RÉSUMÉ

MacWrite



Format

Style

Getting fed up with your old job? Time to dust off the old résumé and make a few well-placed phone calls. The only problem is that there are a lot of people in the market for a new job, and you need to find one way to stand out from the crowd. Now I'm no expert at getting jobs, but a lot of résumés cross my desk, and I know which ones I like to read.

To start with, you should write your résumé with the intention of capturing your reader's attention in 15 seconds. If you haven't captured his or her interest in that amount of time, you may move to the bottom of the pile.

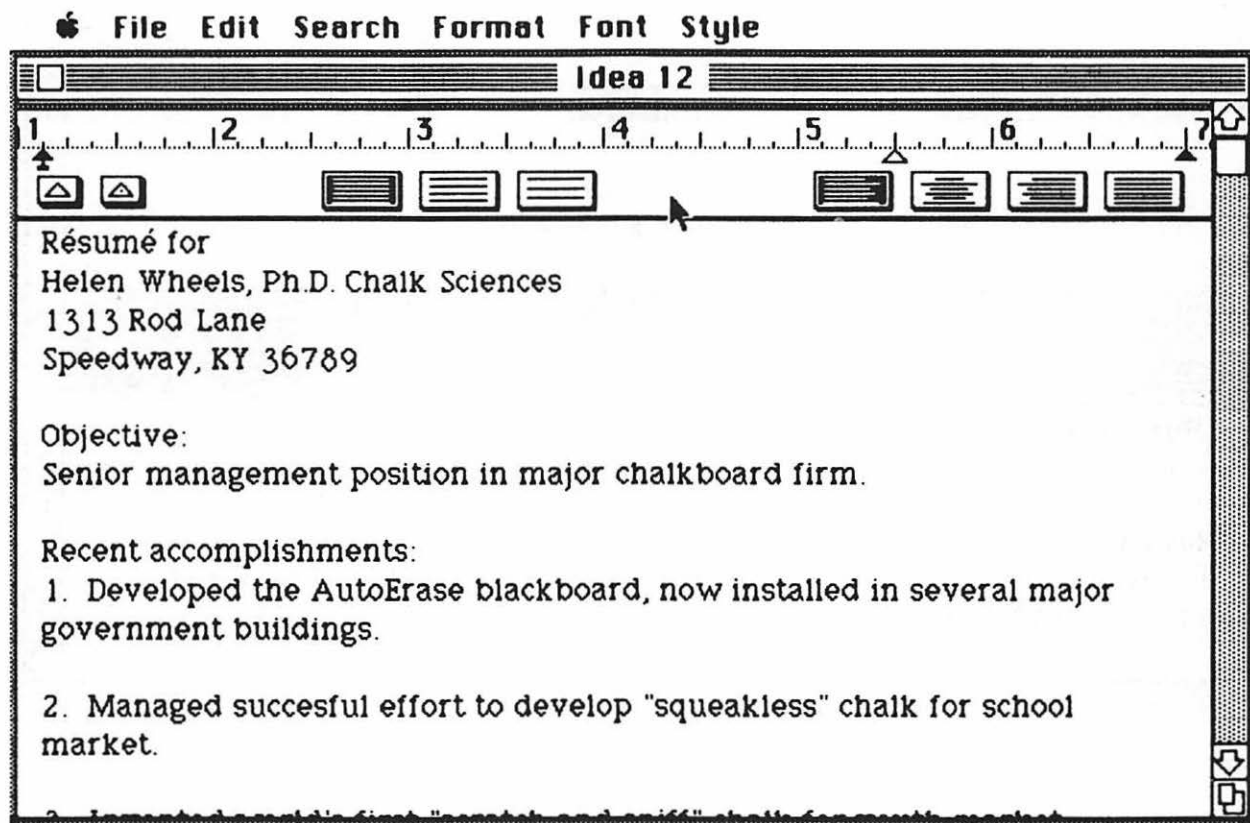
Your Macintosh and a good job-finding book (such as *What Color Is Your Parachute?*) should put you well on the road to getting a new job. As with other letters, your résumé should make tasteful use of fonts and avoid being garish. Also, your text should be upbeat and stress your *activities*, not your *intentions*. In other words, use action words wherever possible. Words like *directed*, *developed*, *sold*, and *managed* are good words to use, while words like *assisted*, *contributed*, *planned*, and *helped* should be avoided whenever possible.

You want to convey a sense of energy and willingness to tackle a job that will make the personnel director call you in for an interview immediately. Your cover letter can help your résumé, but it shouldn't be a replacement for it. The things to stress in your cover letter are your specific job skills that are relevant to the company to which you are applying. Also, you should suggest a specific job interview date and follow up with a phone call once you are sure your résumé has been received.

Also, if you are going to title your document **Résumé**, don't be tacky and call it "**Resume**" instead!

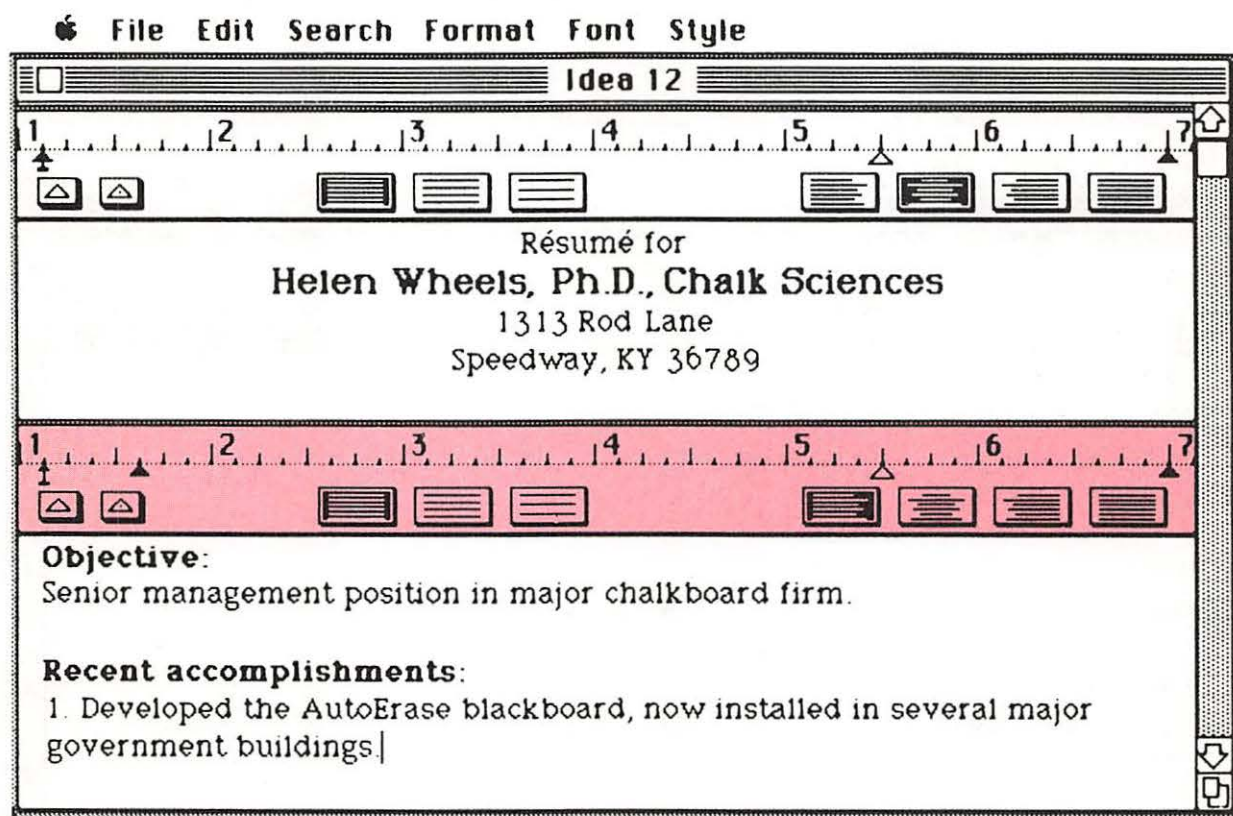
As with poetry, page layout can be important. You should get your main attributes and accomplishments on the first sheet of paper and save the boilerplate background information for later.

Creative use of margins can help unclutter your page layout. The following résumé is off to a good start, insofar as the text is concerned, but its layout is uninspired.



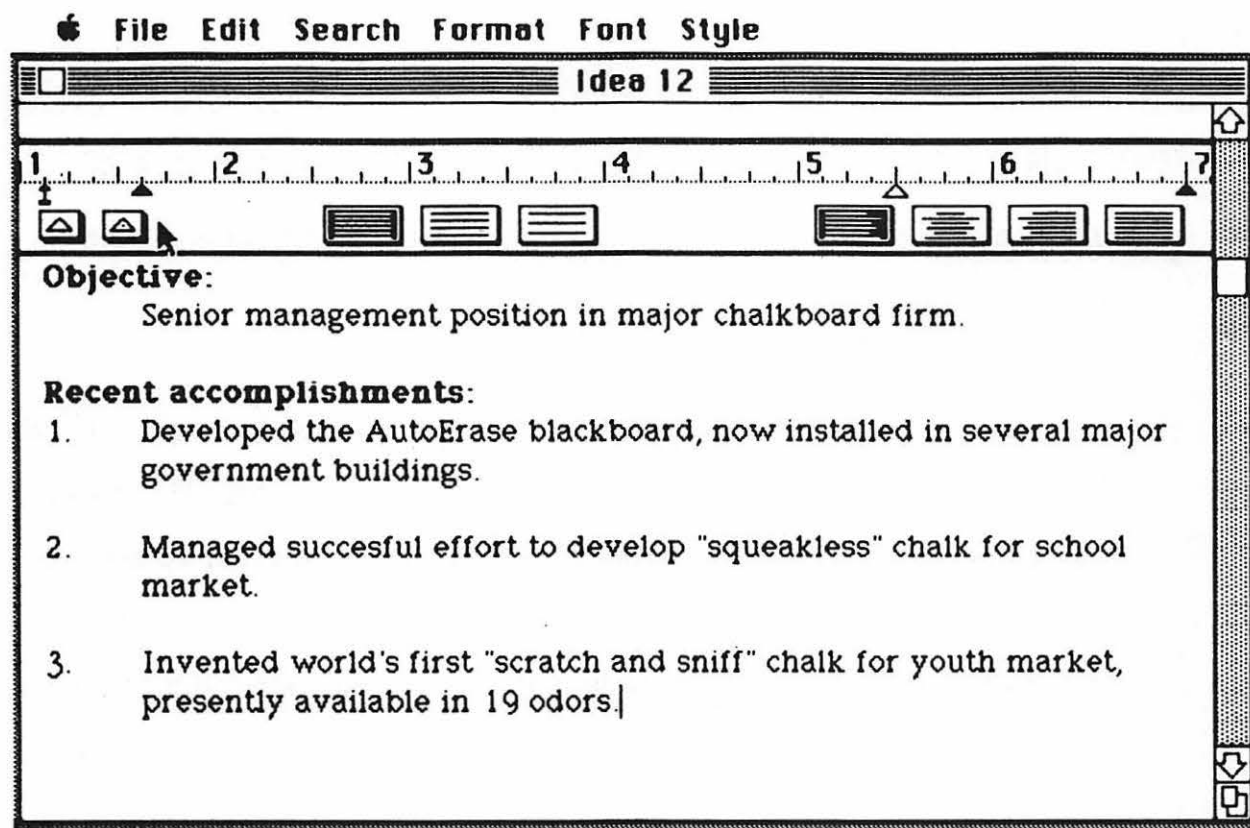
Start by inserting a ruler in the line following your name and address. This will allow you to center this information and leave the rest of the text in the normal ragged-right justification. When you have more than one ruler in a document, ruler settings affect all the text up to the next ruler. Also, whenever you insert a new ruler, the new ruler is a copy of the one that preceded it.

You can, of course, change each ruler setting independently of the others.



If you look at the left margin marker on the new ruler we inserted, you will see that it consists of two parts. Clicking the mouse while pointing at the marker will let you grab one of them. The position of the long marker determines the location of the first line of a paragraph, and the black triangle sets the position of the remaining lines of the paragraph. For

résumés it is usually a good idea to inset the body of the paragraph from its first line—especially when ticking off accomplishments. As you number each accomplishment, press the **Tab** key to jump to the beginning of your text line, and all remaining text will be perfectly aligned with the first line. (Personnel managers like people who pay attention to detail.)



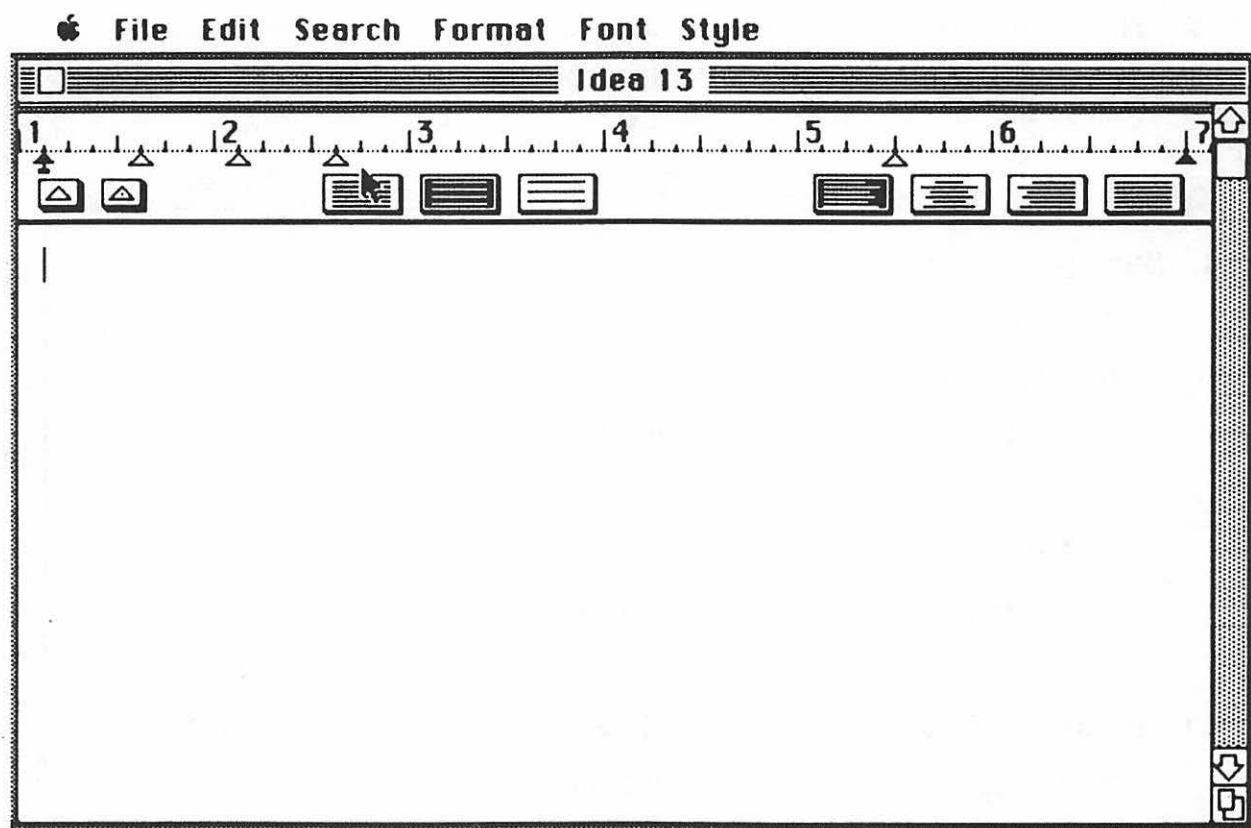
With these few pointers, you will be well on your way to creating an irresistible résumé. Then you will have to develop a tactful form letter to turn down all those job offers you won't be able to accept!



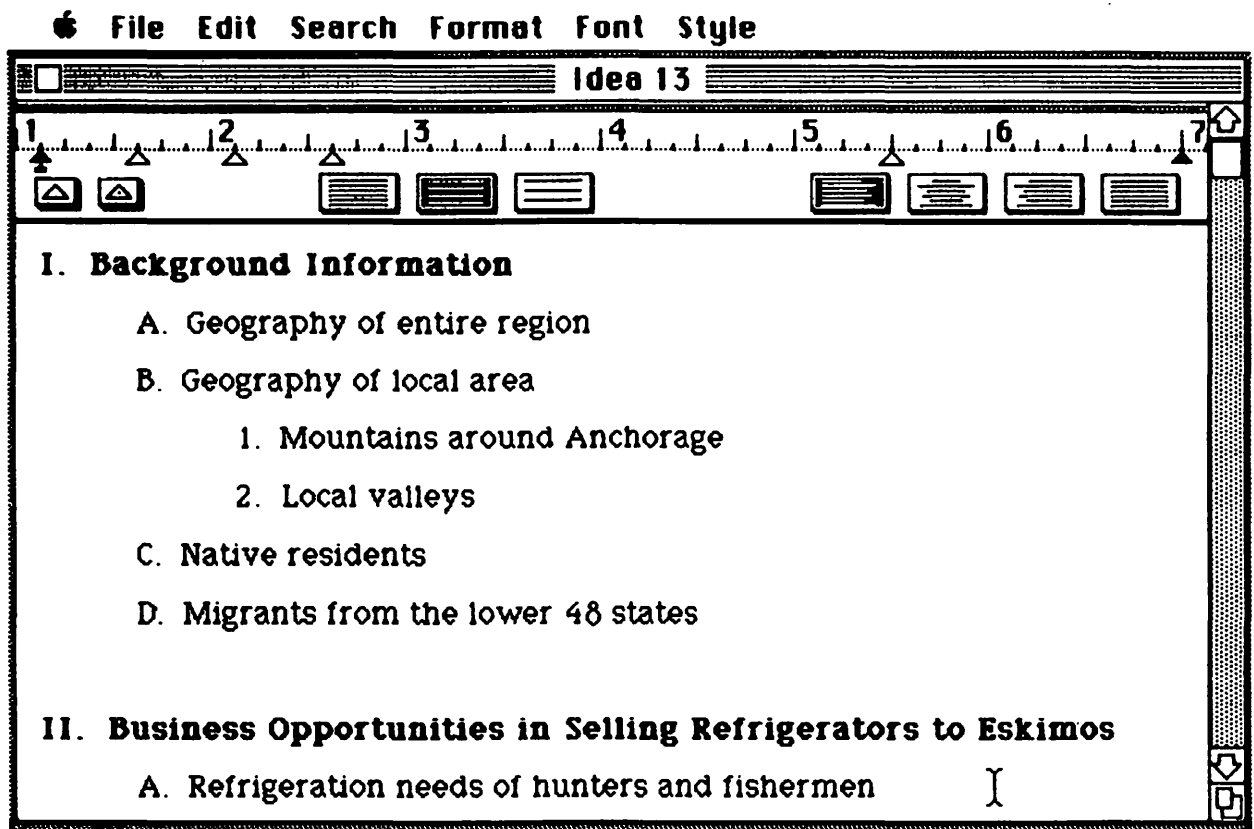
A good outline is often the key to a successful report. The layout of an outline can help you organize your thoughts and point out gaps in your presentation.

A key to good outlining technique is the nesting of different levels of detail. Through the use of different type styles and indentation, your Macintosh makes a perfect outlining tool. Your first step should be to set up several tab stops on the ruler at half-inch increments. To set up a tab, simply move the cursor into the ruler box containing the white triangles and pick up a tab marker by holding down the mouse button. Drag the marker to the desired place on the ruler and release the button.

Once your tabs are set up, you are ready to start your outline. If you want, you can start with Roman numerals for the first level, capital letters for the



second, Arabic numbers for the third, and lowercase letters for the fourth. This method works well with any typewriter or word processing system, but on the Macintosh you can also use different type styles to indicate which level of the outline you are at. As with outlines created with other tools, your major way of denoting levels will be the use of indentation. To reach the desired indentation level, press the **Tab** key until the text cursor is at the desired starting place.



After you've written your report, you can edit your outline and turn it into your table of contents.

IDEA **14** SHORT

MacWrite

**REPORTS**

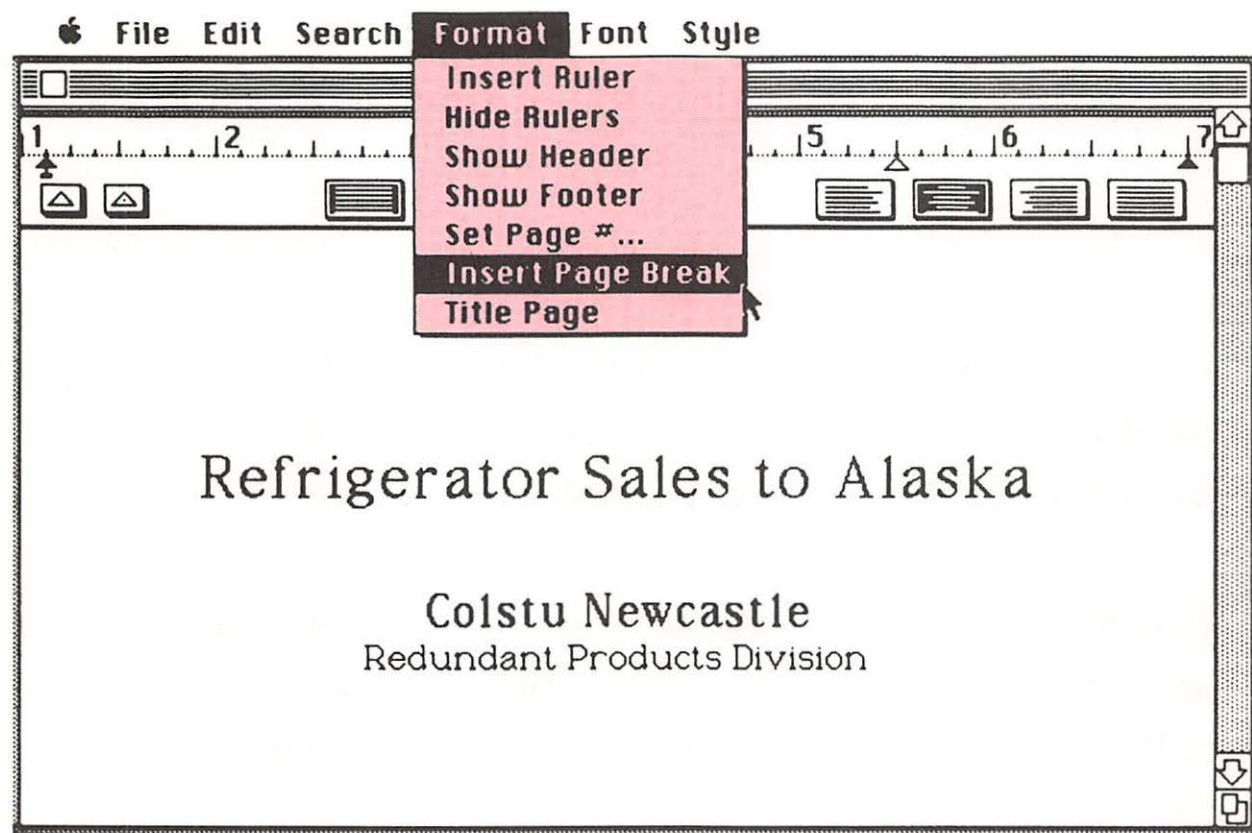
Apple

**Edit****Format**

MacWrite is tailor-made for the preparation of short reports. In fact, you can create single-spaced reports up to a length of about 10 pages or so without running out of storage space in the computer.

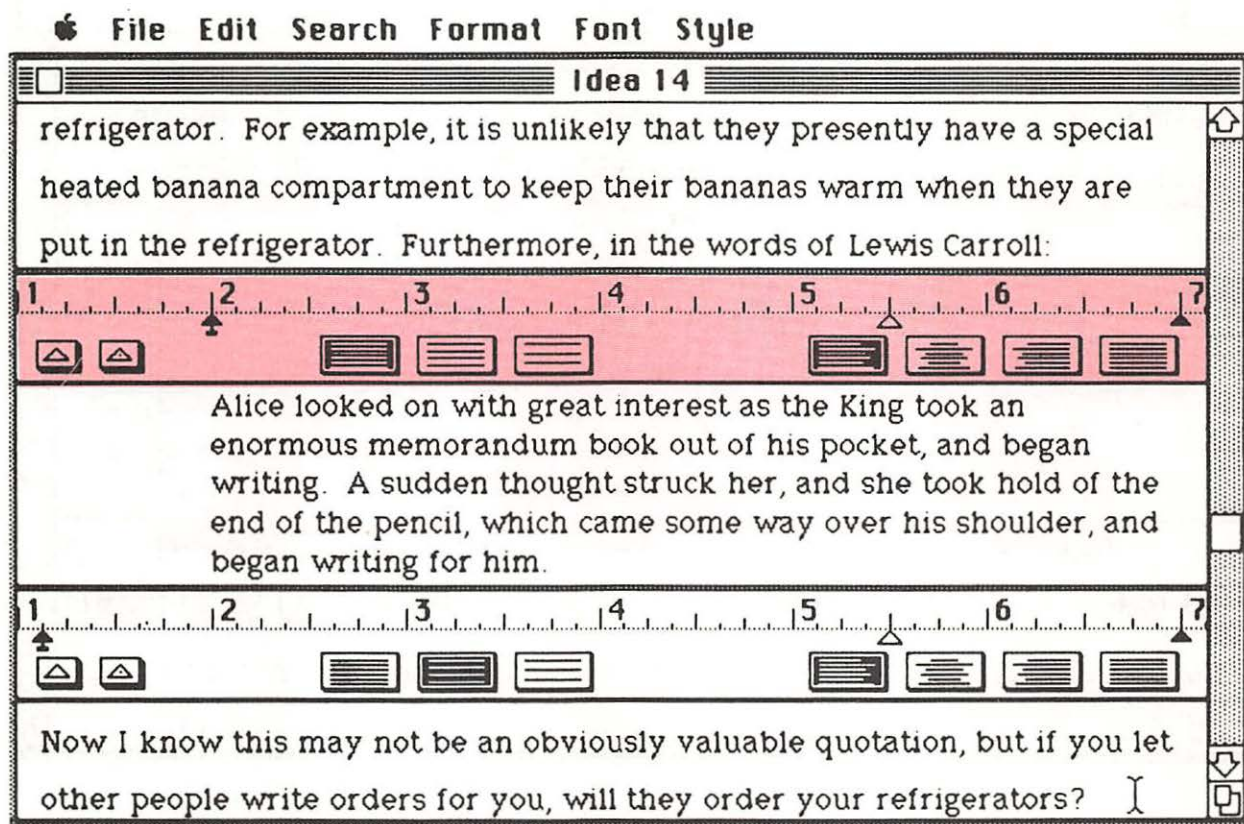
When creating your report, you might want to start by setting up your header to show the page number and leaving the footer blank. By putting a few **Returns** in the header and footer, you can set the vertical margins to suit your taste.

As for the text itself, the main ruler should be set for 1 1/2 spacing (the middle spacing option on the ruler). This produces text that is easy to read and also lets you reserve single spacing for quotations from other books or reports. Section headings should be in boldface type, and the title might be set in 24-point type on a page by itself. To place text on a page by itself, select the **Insert Page Break** option from the **Format** menu. This inserts exactly enough space to start you on a fresh page. Even if you add or delete text before the page break, it will readjust its space automatically.

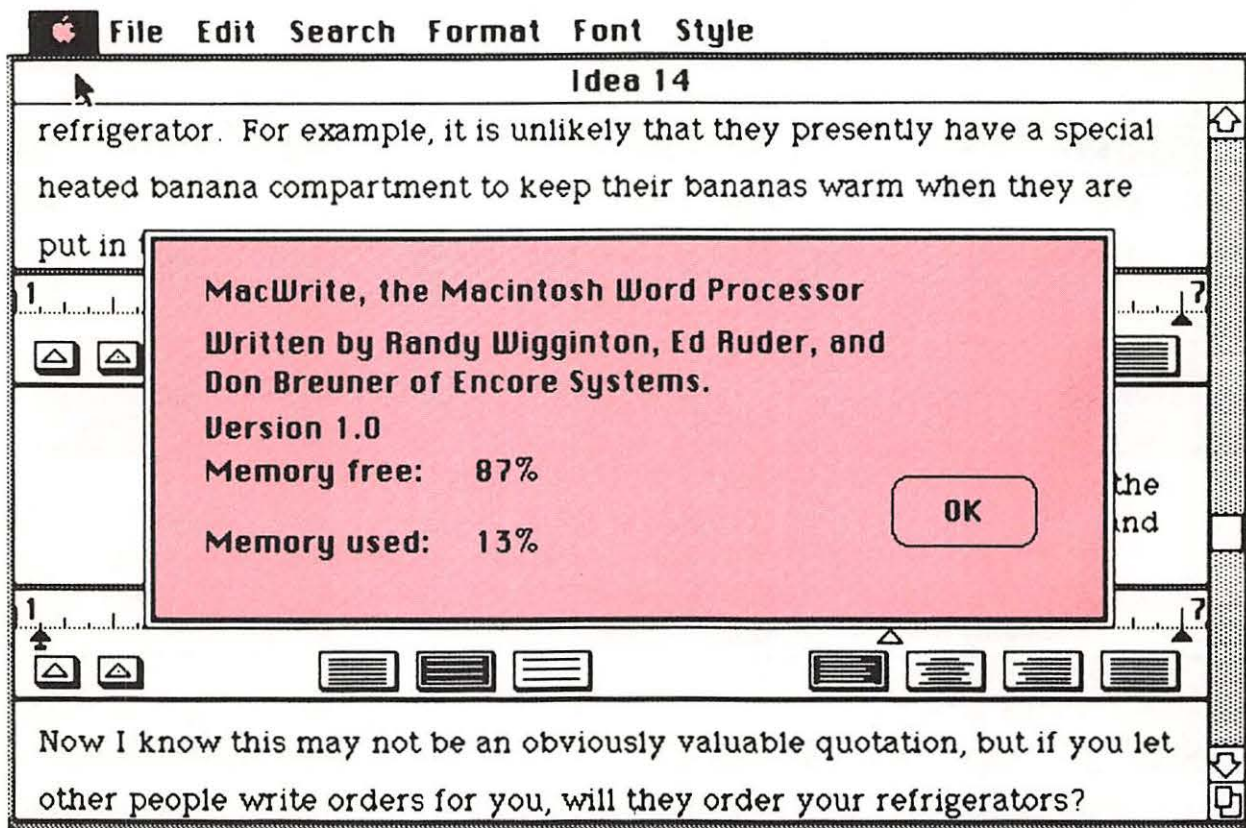


If you do include quoted material, you may want to indent this material by 1 inch as well as enter it with the single space option from the ruler. To do this, you need to insert a new ruler before entering your text.

(There is no truth to the rumor that you should restrict your report to four quotes simply because that is a gallon.)



As you are writing your report, you may wonder if you are running out of storage space for your document. The easy way to find out is to select the **About MacWrite** item from the **Apple** menu (the entry shaped like an apple).



This selection lets you know the percentage of space left for your document. If you have less than 20 percent of your space left, you should save your document and continue your report in a fresh document. We show how to do this later.

Sometimes you may find that you still have space to add more material to your document but you can't print it out. The solution to this problem is to cut out the last page or so of your document (using the **Cut** command in the **Edit** menu), save your trimmed document, **Paste** your "cutting" into a new document, and reload your original document for printing.

If you are watching your memory space, this problem should rarely occur.

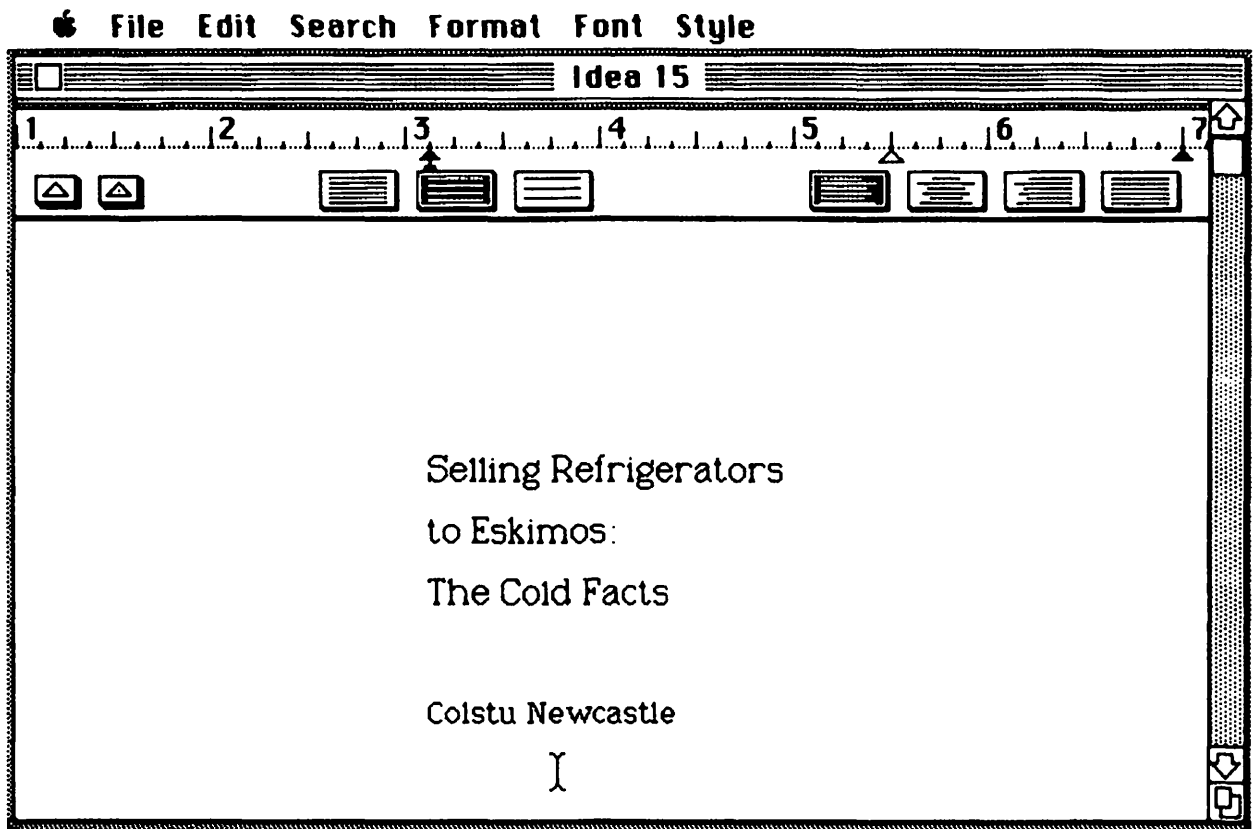


MacWrite

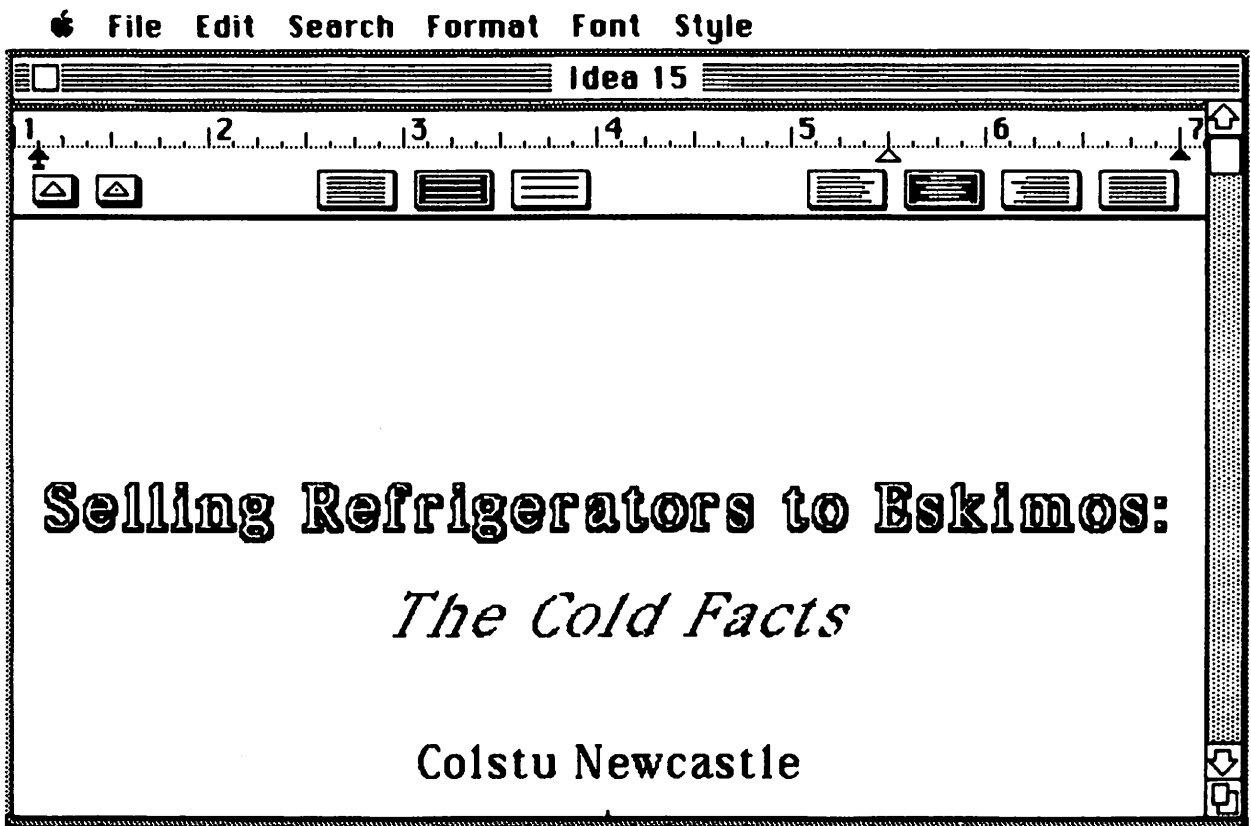
IDEA 15 REPORT COVERS**Font****Style**

You can't judge a book by its cover, but sometimes your boss can. There are many ways to make your report appear more classy just by paying attention to the cover page.

For example, if your report is going to be enclosed in a folder with a cut-out window, arrange the title page so that the report title *and* your name are perfectly framed by the window. This may take some adjustment of the margins and type size, but it can produce very attractive results.



If your report will be presented with a transparent plastic cover, you can use your cover space more freely. Don't get carried away with pretty fonts —stick to typefaces that are easy to read and that present an image that is in concert with the subject of your report and the tone of your company.



**REPORTS****Format**

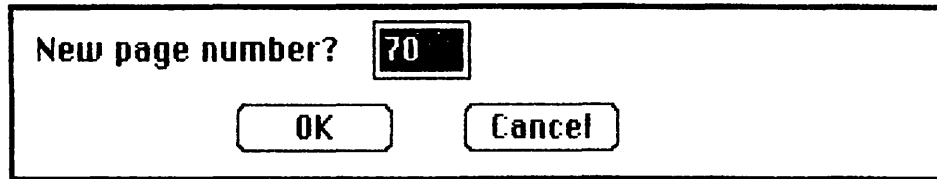
Let's face it, some of us are more long-winded than others, and when it comes to describing the use of volcanic ash as "hamburger helper," we just need more space than MacWrite gives us for a single document.

Fortunately, all is not lost. When you get to the end of one portion of your document (and you are low on space), you can save this document on your disk and, using the same headers and footers, continue the treatise on a new document.

Format

- Insert Ruler
- Hide Rulers
- Open Header
- Open Footer
- Display Headers
- Display Footers
- Set Page #...
- Insert Page Break
- Title Page

Of course, there is the issue of page numbering. Because your pages are numbered automatically, you need to have a way to renumber the first page of a document so that the numbers continue from where you stopped with the previous document. This is achieved through the **Set Page #** command in the **Format** menu.



New page number?

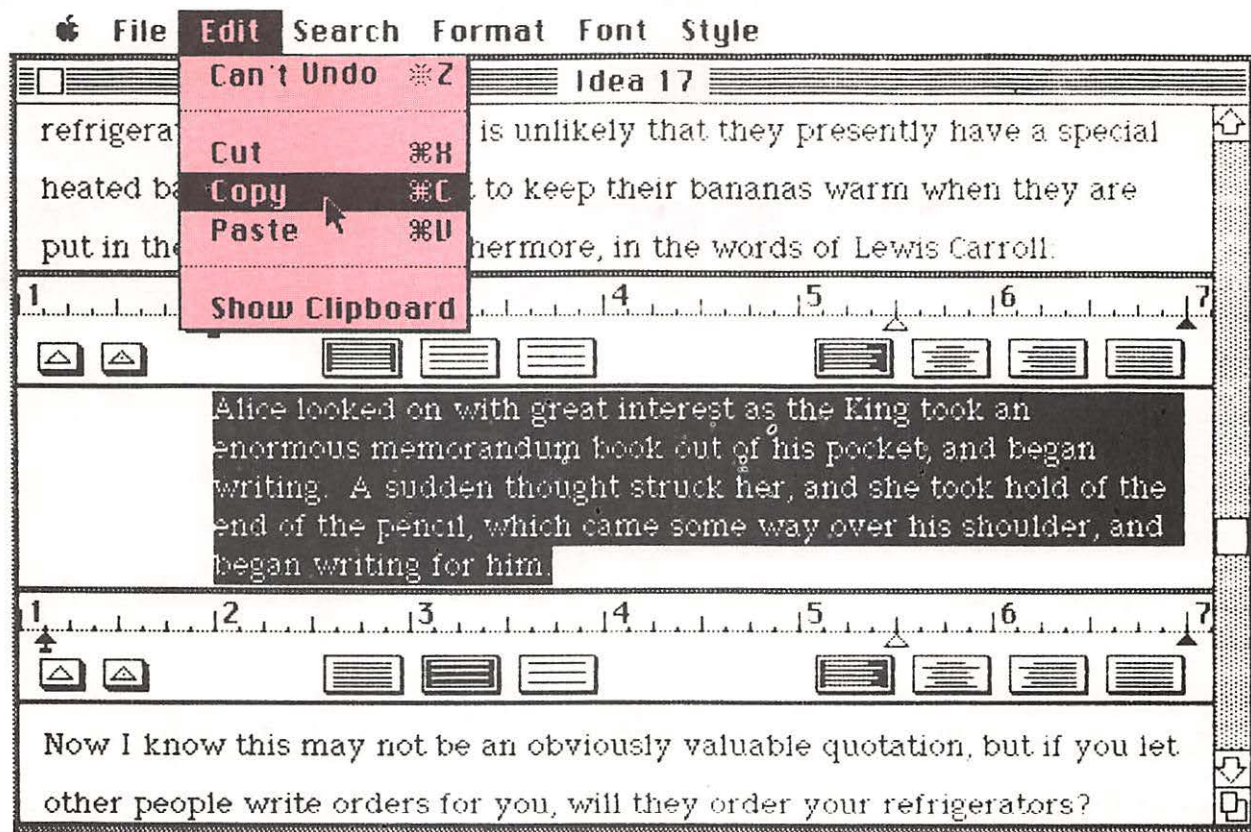
Just set the starting page number to the correct value, and no one will ever be able to tell that your report was pieced together from several MacWrite documents.

**DOCUMENTS****Edit**

Just as you may want to create a document that is quite long, often you will want to merge some text from one document in with another. The easiest way to accomplish this is to load the document containing the text to be copied, select the text to be copied, and choose the **Copy** option from the **Edit** menu. Let's use this section of our report from Idea 14:

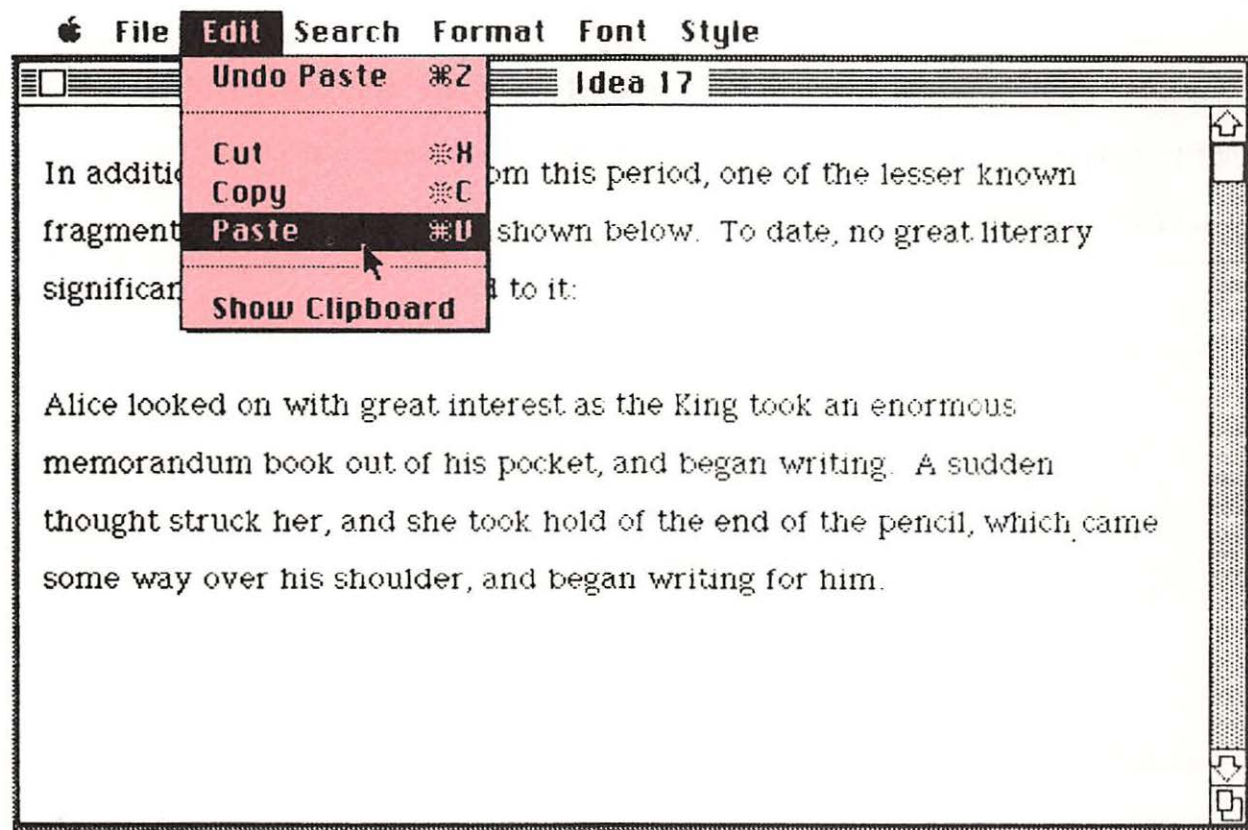
refrigerator. For example, it is unlikely that they presently have a special heated banana compartment to keep their bananas warm when they are put in the refrigerator. Furthermore, in the words of Lewis Carroll:

Alice looked on with great interest as the King took an enormous memorandum book out of his pocket, and began writing. A sudden thought struck her, and she took hold of the end of the pencil, which came some way over his shoulder, and began writing for him.



When the text is copied, you can close this document and load the document into which this text is to be inserted. At any time, you can see the text that you have copied by selecting the **Show Clipboard** option from the **Edit** menu.

Once your new document is on the screen, place the cursor where the text is to be inserted and select the **Paste** option from the **Edit** menu.



Notice that unless you have copied a ruler along with the text, your copied text will assume the format of the new document. You can, of course, change this by inserting a ruler in front of this text and setting the format to your liking.

By having a good collection of "catch" phrases in your library, you should be able to create a powerful report with almost no original effort on your part. As Bach is reported to have said, "Invention is nothing more than undetected plagiarism."

The **Cut**, **Copy**, and **Paste** features of the **Edit** menu are quite powerful in that they let you move text from place to place within a single document as well as from one document to another.

IDEA **18** ILLUSTRATED

MacWrite

**REPORTS**

Selection Box

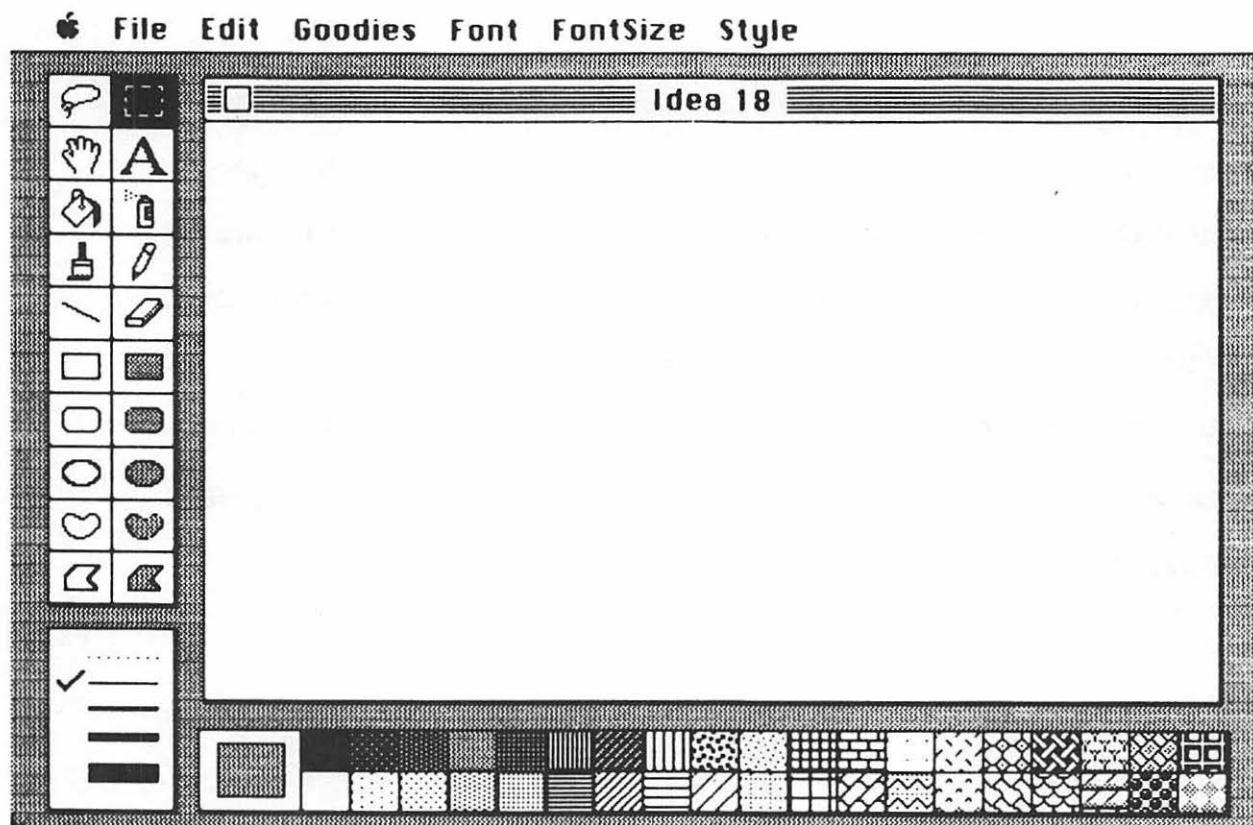
**Edit**

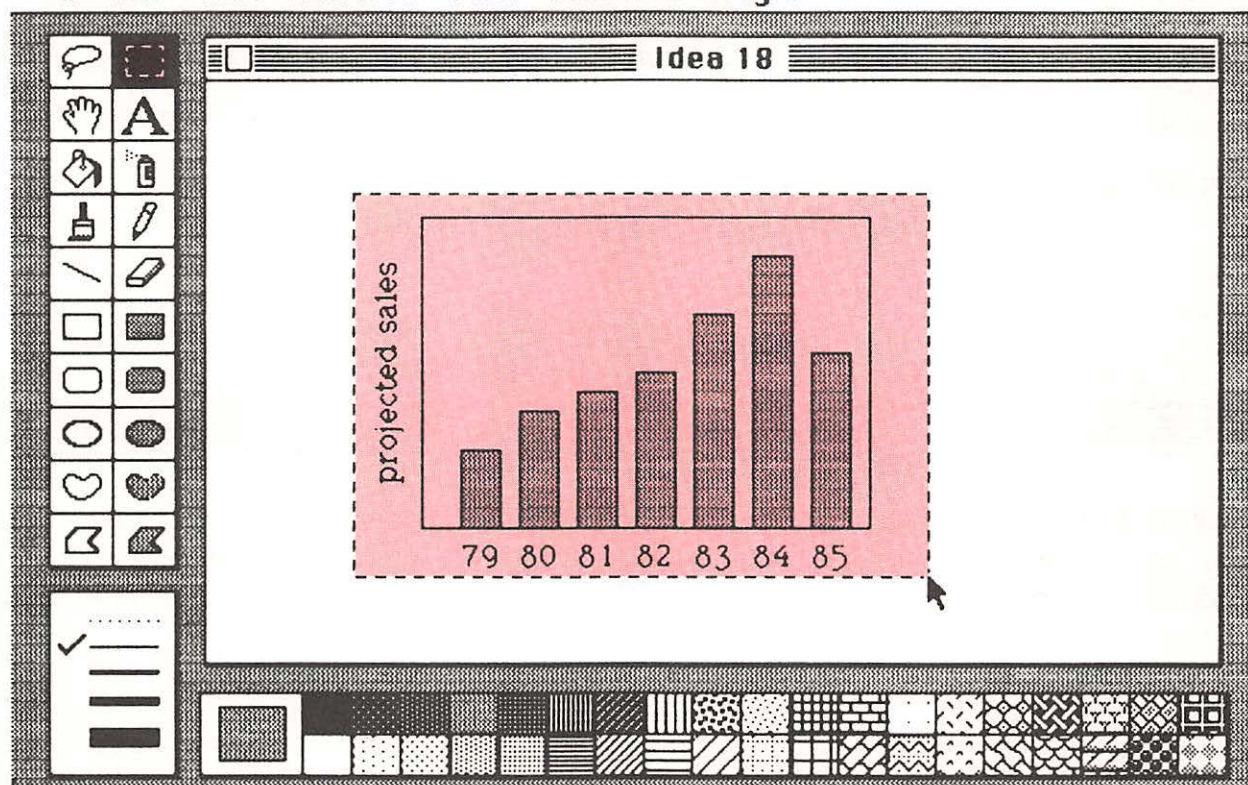
All text and no pictures can make reports dull. One of MacWrite's advantages is that it lets you incorporate pictures created with MacPaint into your documents. Before you rush to fill your text documents with pictures, however, be aware that pictures take up lots of memory, and sometimes the best way to bring pictures into a document is to leave blank pages in your text where the pictures are to appear and then, after printing out your MacWrite document, replace these blank pages with your separately printed MacPaint pictures.

I realize that this style of merging pictures with text lacks class for the true Mac wizard. It means, among other things, that your report will be split between the text portion and one (or several) picture files.

So, if you want to be a Mac purist, here is the easy way to merge pictures with your text.

First, you have to have a picture to merge. (We discuss picture creation in Chapter 4.) Once the picture is on the display screen, use the **Selection Box** to select the portion you want to merge with your document.

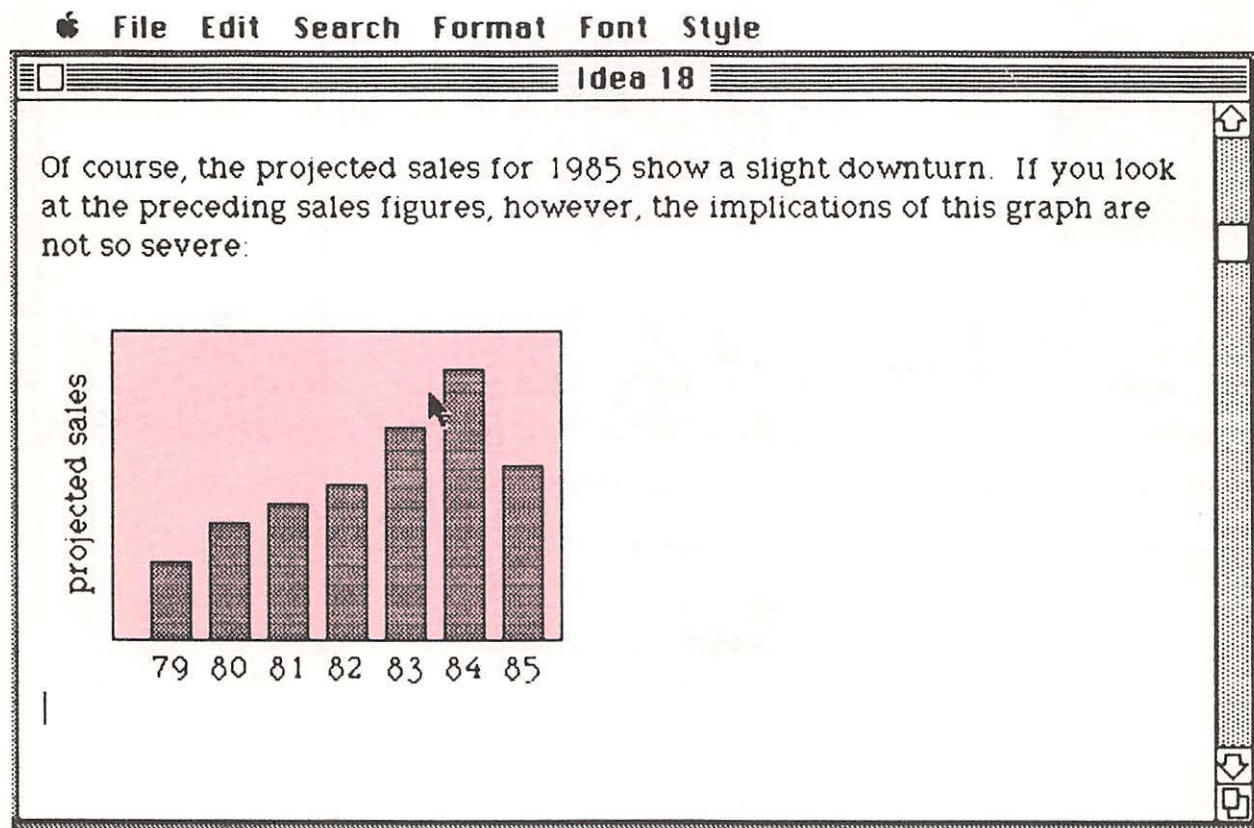




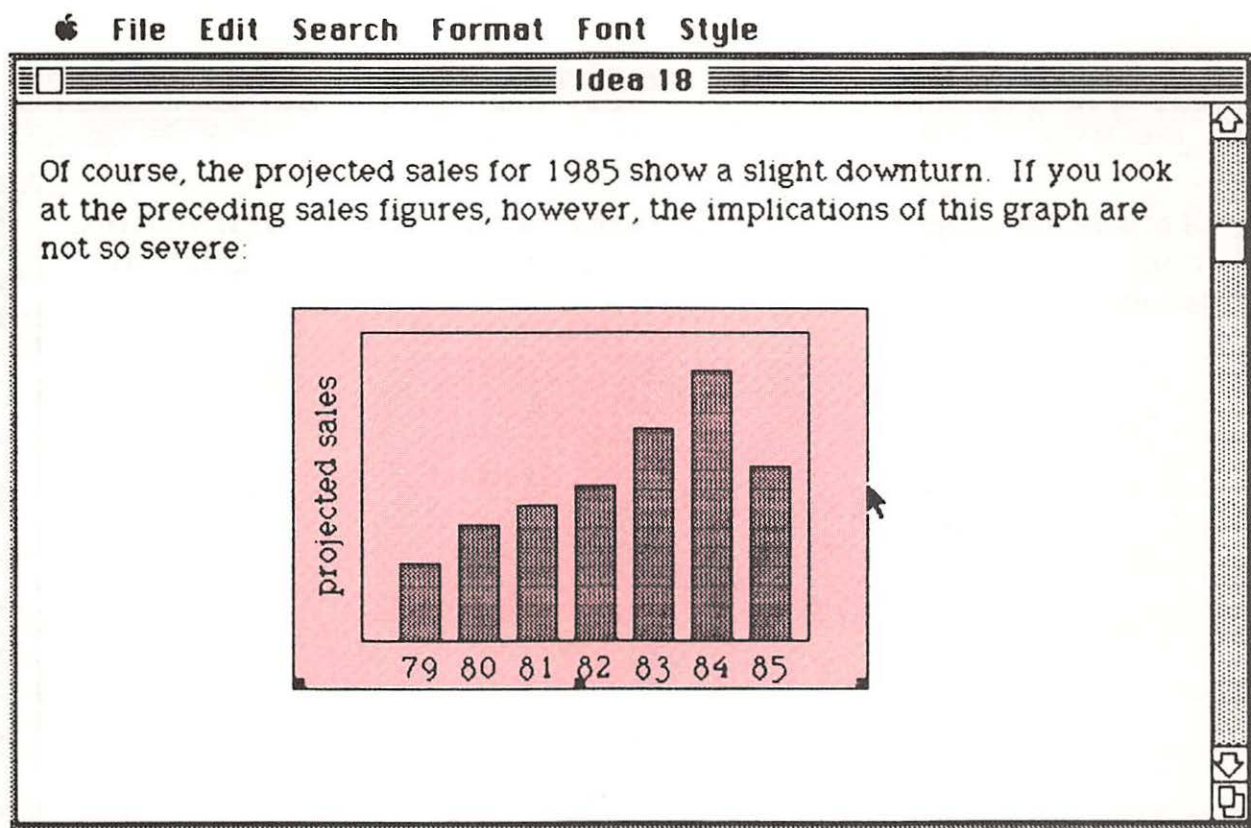
Your selection should then be copied using the same **Copy** function you expect to find in the MacWrite **Edit** menu.

Edit	
Undo	⌘Z
<hr/>	
Cut	⌘H
Copy	⌘C
Paste	⌘V
Clear	
<hr/>	
Invert	
Fill	
Trace Edges	⌘E
Flip Horizontal	
Flip Vertical	
Rotate	

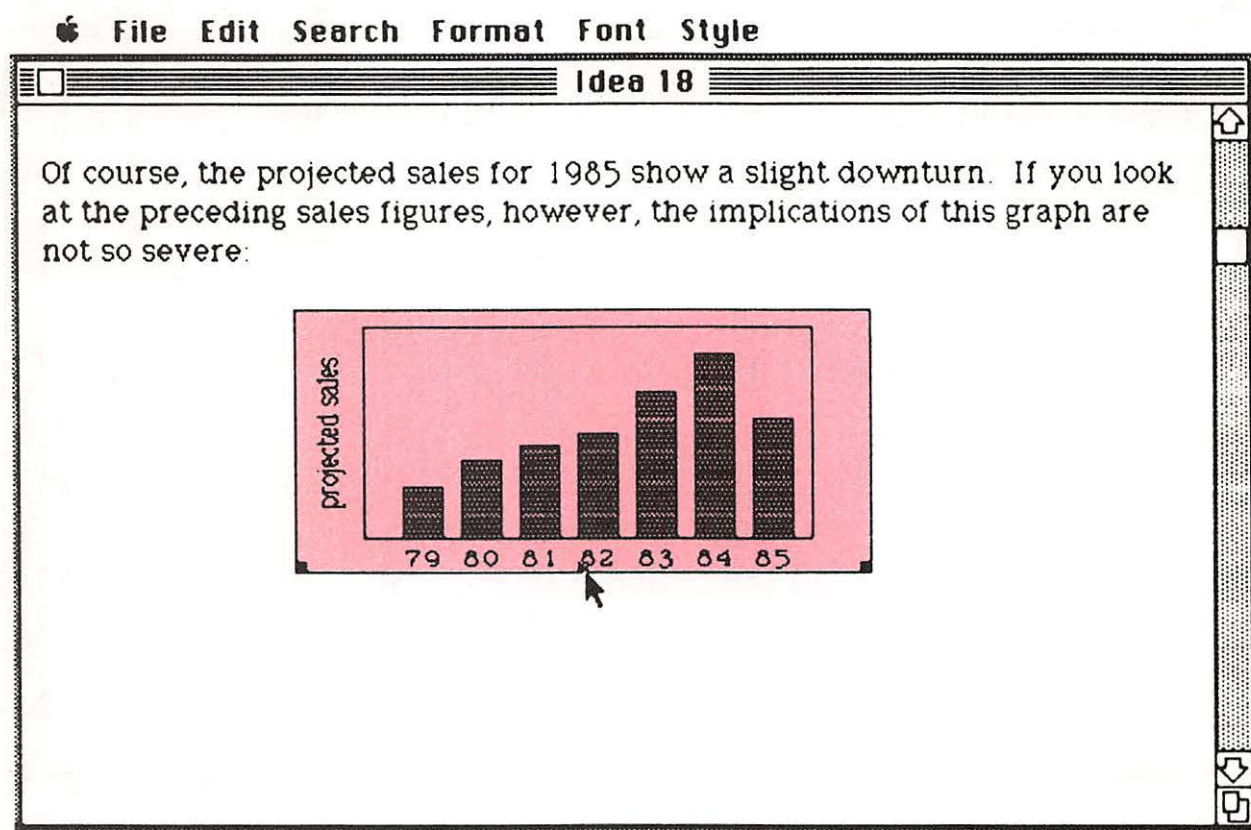
Next, close MacPaint and load the MacWrite document into which your picture is to be copied, select the insertion point for the picture, and select the **Paste** option from the **Edit** menu. *Voilà*, your picture has now been inserted in with your text.



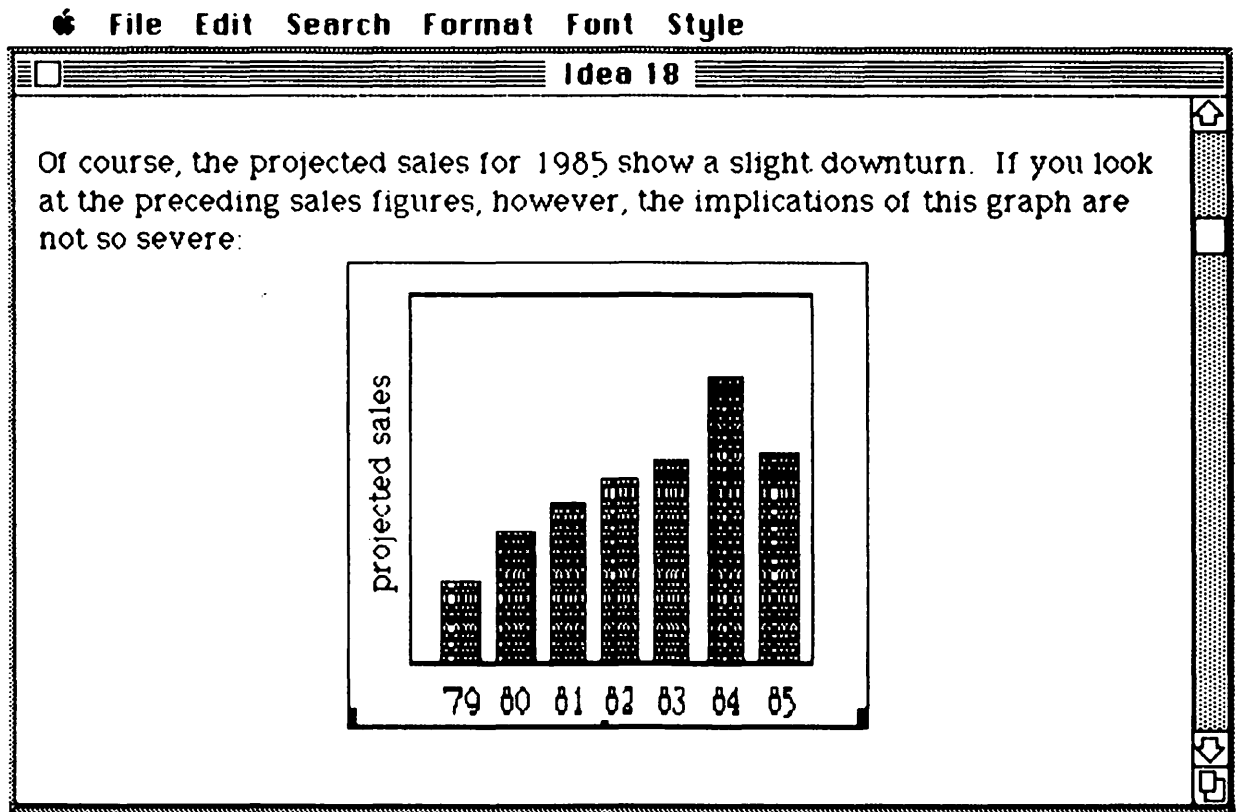
If you do not like the horizontal location of the picture on the page, you can select it by "clicking" it with the mouse. This puts a box around the picture. If you hold the mouse button down while pointing to the left or right edge of this box, you can drag the picture to any horizontal position you want.



Also, if the picture isn't the right size, you can shrink or expand it to your heart's content. The way to do this entails placing the cursor in one of the three small black boxes at the bottom of the box. Selecting the middle box (by pointing at it and holding the mouse button down) lets you stretch or compress the vertical size of the picture.



If you select the small box on the left or right side, you can stretch or shrink your picture both up and down and in the direction of the corresponding edge you have selected.



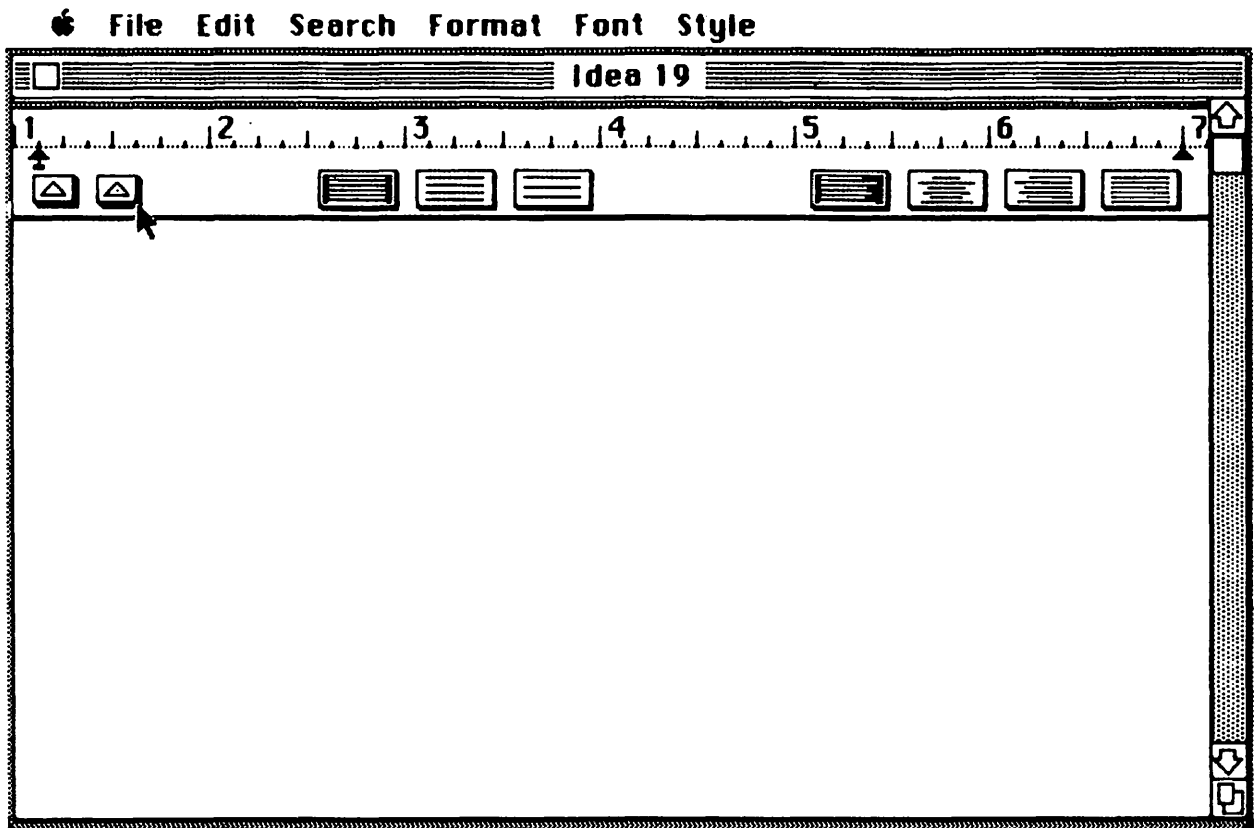
There is no question that small inserted pictures will make your documents look quite classy. Just be sure that the result is worth all the effort.



Many business people are impressed by numbers. No matter what textual information you may have in your report, they want the "cold hard facts," the "bottom line"—information that is often expressed in numerical form. I have met people who behave as though they can learn more about a company by staring at tables of numbers than they can by talking to the people who run it. Since numbers can be very important, you should learn how to create numerical tables that will impress the most determined bean counter in your organization.

The key to good numbers is neatness. Neatness probably counts more than accuracy—especially if you are forecasting. I'm not sure why, but numbers people are taught at an early age to distrust numbers that aren't neat.

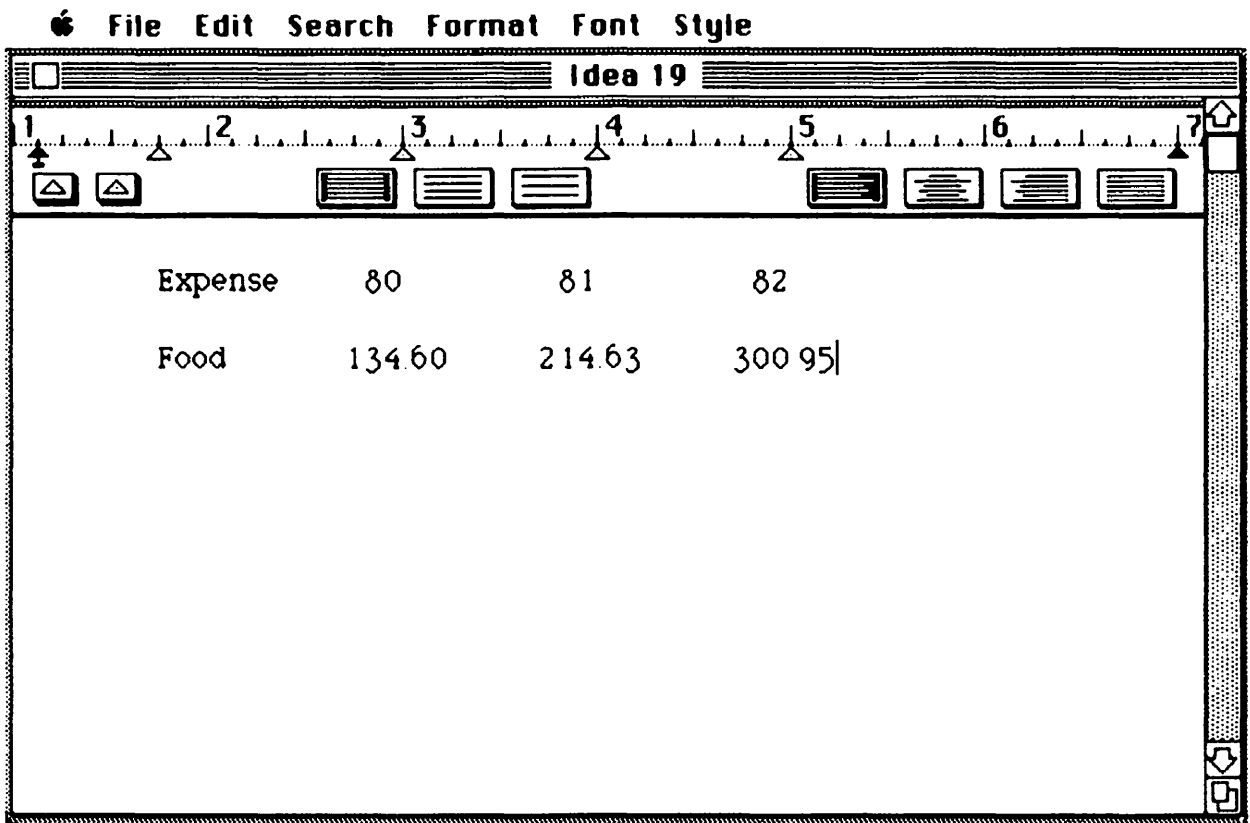
Since you will want to create tables with MacWrite, you should be aware of a wonderful tool that lets your numbers be perfectly lined up: the *decimal tab*. No, this isn't a soft drink for the perfect "10," it is a special tab stop that is shown in your ruler as the white triangle with the dot in the center.



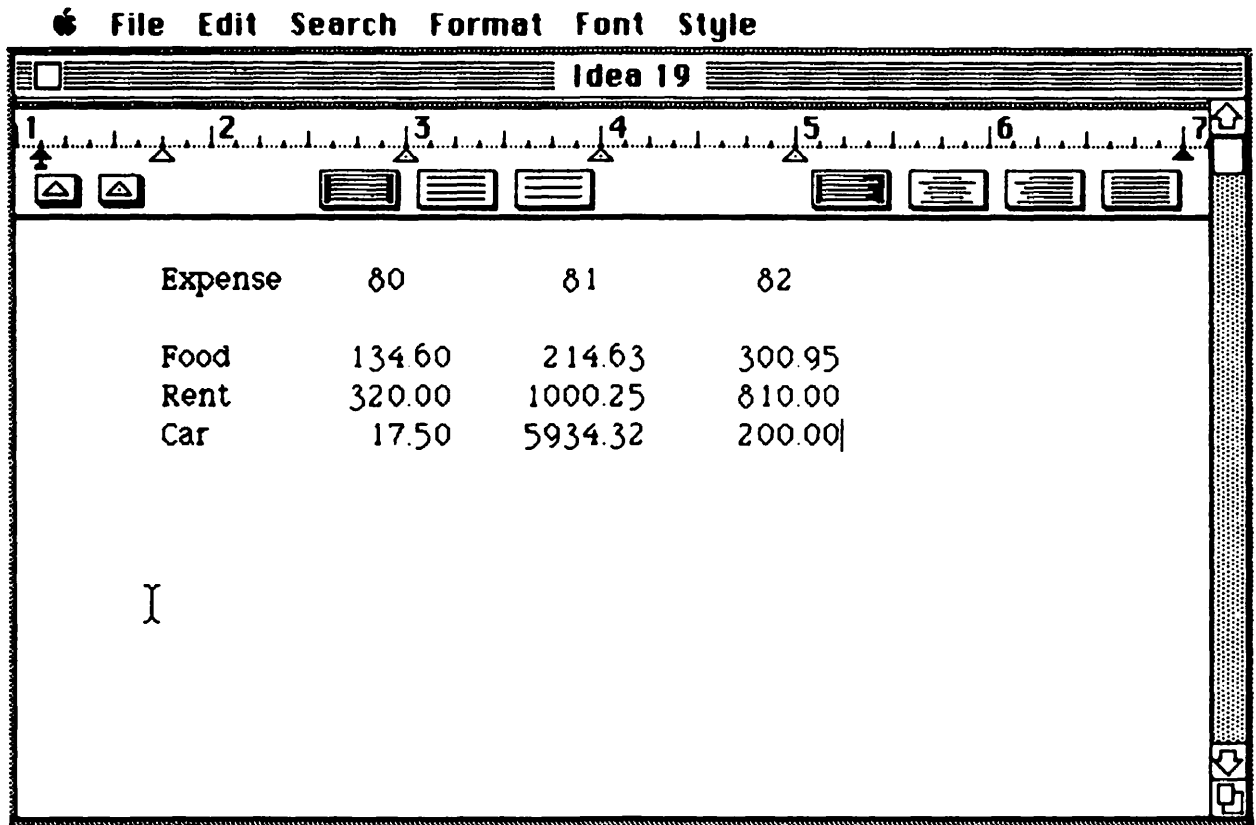
To see how it works, let's create a sample table. Set the ruler with a normal tab (the plain white triangle) at the 2-inch marker and place decimal tabs at 3, 4, and 5 inches on the ruler. These tabs are positioned

the same way you position other tabs. Move the cursor inside the tab box, press the mouse button, and drag the tab to its final position before releasing the button.

Once the tabs are in place, you are ready to start creating your table. Use the **Tab** key to move from position to position while creating the table.

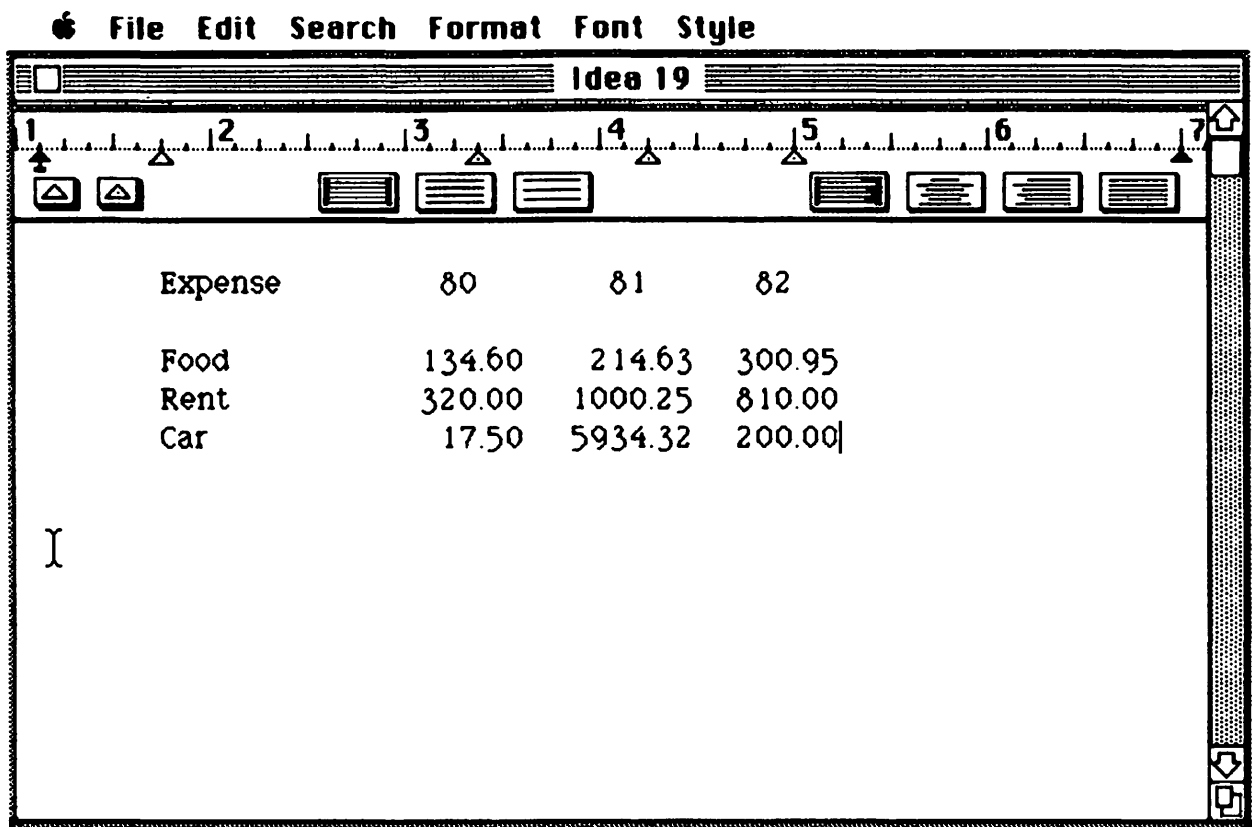


Now, as you enter the remaining lines in this table, you will notice something quite interesting. All the numbers will appear with their decimal points lined up one above the other.



With this sort of precision you can probably convince your accountants to let you open a branch office in the Bahamas—how could they fail to be impressed?

Once you have finished your table, you may find that the column spacing isn't what you had in mind. Not to worry. To fix your column spacing, just grab a tab and move it to the desired location. Once you do this, all your pretty numbers, like Little Bo Peep's sheep, will follow, dragging their decimal points behind them.



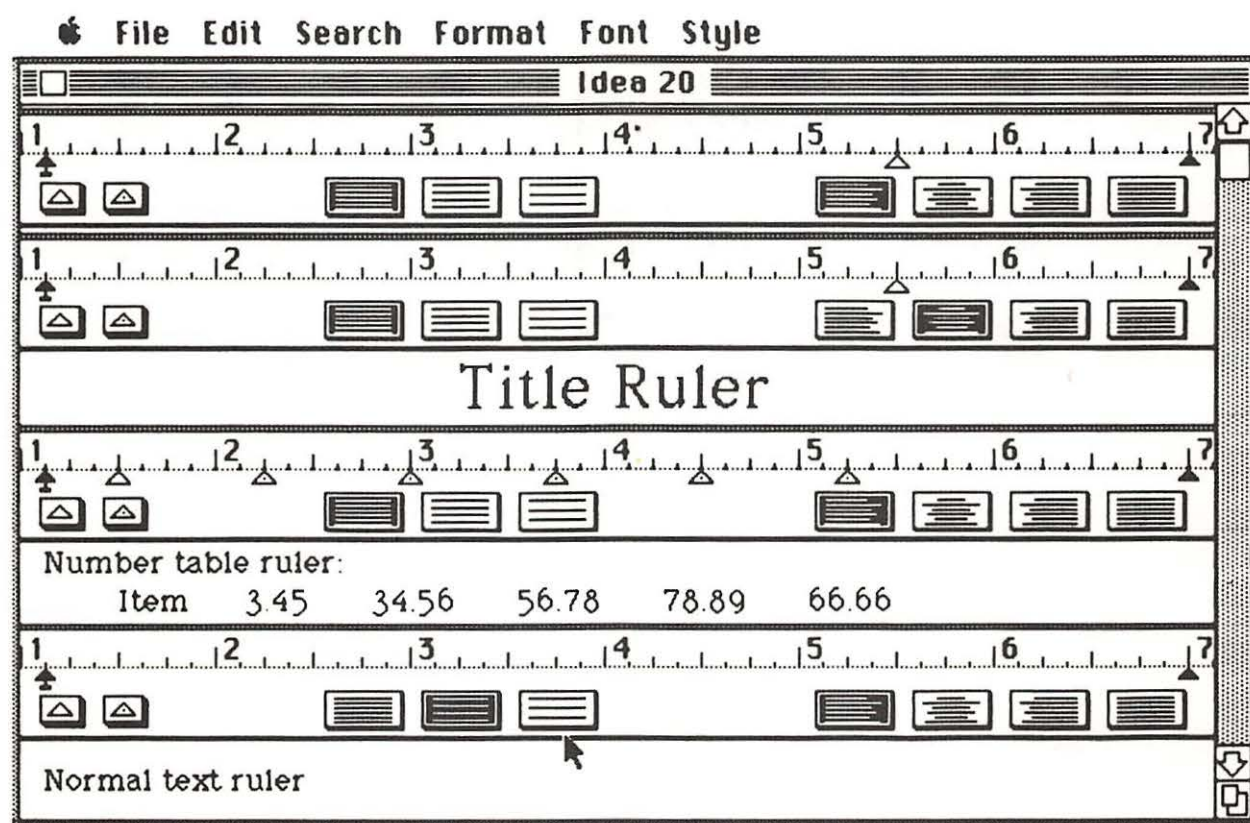


LIBRARIES

Edit

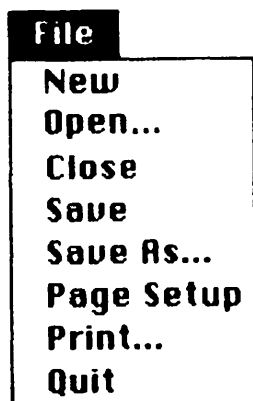
File

Rulers (except for the first ruler in a document) can be cut, copied, and pasted just like text. This lets you create a library of useful rulers that can be kept in one document (called, perhaps, **Ruler Library**).



By using the ruler library document as the basic form for all your documents, you can use **Copy** and **Paste** from the **Edit** menu to select rulers to be placed wherever you want them to appear. Once you have placed all the rulers, you can delete the "library" at the beginning of your document.

If you use this approach to document creation, you must remember to use the **Save As** choice in the **File** menu when saving your document, otherwise it will be saved under the name **Ruler Library**.



IDEA **21** THE CALCULATED

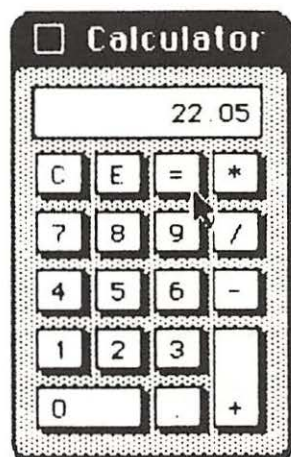
MacWrite

**RESPONSE**

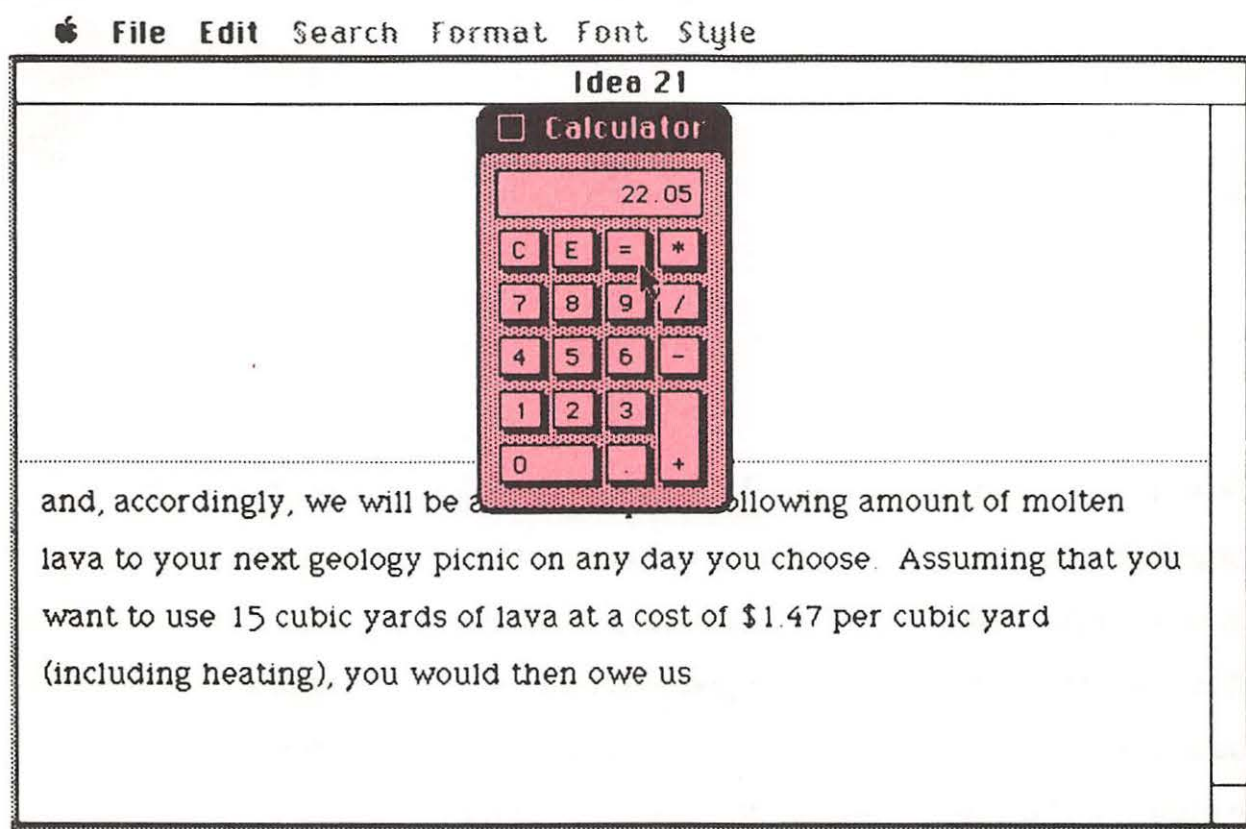
Apple

**Edit**

Now that you know about decimal tabs, you will no doubt be whipping out impressive tables. Of course, it is almost as important to have your numbers added up properly as it is to have them nicely lined up. Though it is likely that you already own a pocket calculator, your Mac has a built-in calculator that lets you perform the traditional add, subtract, multiply, and divide calculations you are likely to need.



To see your Mac calculator, select the **Calculator** option from the **Apple** menu.



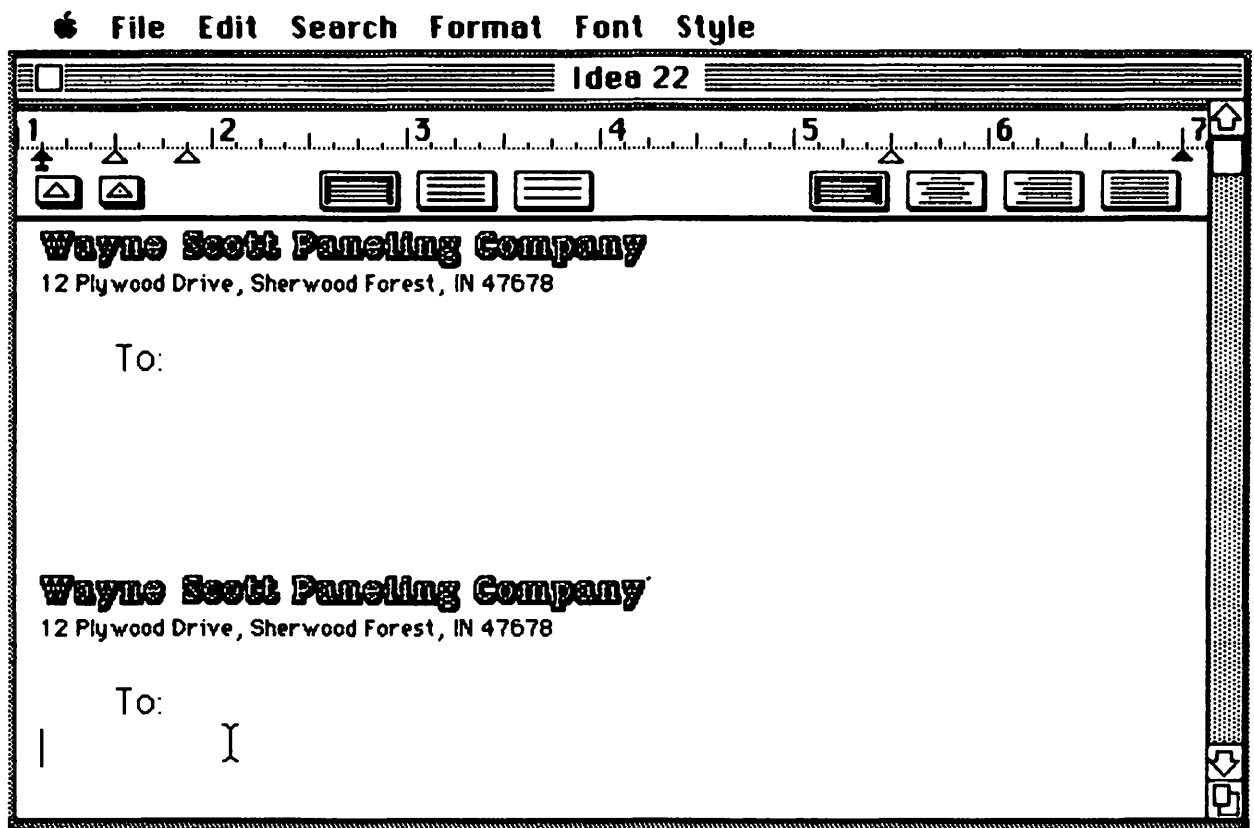
As you look at the calculator keyboard, you will notice that the add and subtract keys appear normal but that the Mac uses the asterisk (*) for multiplication and the solidus (/) for division. The tradition of using these characters for these functions has its roots firmly placed in the folklore of computer language design and is not worth arguing about.

You can press the calculator keys in one of two ways. First, you can use the calculator by pressing the corresponding keys on the keyboard. Second, you can select the keys by pointing at them with the mouse and clicking the button to make the selection. In this case, typing will probably be a lot faster than using the mouse.

Once you have a calculation that you want to include in your document, simply select **Cut** from the **Edit** menu. You can then select the screen location where you want the result inserted (this will cause the calculator to disappear) and then select **Paste** from the **Edit** menu to insert the number.

**Edit****Print**

Just as you can use your Mac to create spiffy letterheads, you should be coordinated in your design effort and use it for the creation of mailing labels as well. If you are in the habit of sending out packages or large manila envelopes filled with valuable objects, you should take the time to be sure that your mailing label reflects handsomely on your company. The easiest way to do this is to model the return address on your mailing label on your letterhead, only with a smaller type size. Once you have chosen your basic format, you can make a blank form that contains several label forms.



In creating these forms, you will want to leave enough space for names and addresses, and you will want to set up tab stops for these entries.

Depending on the ultimate size of your label, you should be able to get six or eight labels on a single sheet of paper.

Wayne Scott Panelling Company

12 Plywood Drive, Sherwood Forest, IN 47678

To: Ruth Less

P. O. Box 3465

Fountainhead, NB 87767

Wayne Scott Panelling Company

12 Plywood Drive, Sherwood Forest, IN 47678

To: Moe deLawn

56 Tulip Way

Landscape, AZ 76567

Wayne Scott Paneling Company

12 Plywood Drive, Sherwood Forest, IN 47678

To: Helen Back
314 Pie Circle
Ellipse, WI 65432

Wayne Scott Paneling Company

12 Plywood Drive, Sherwood Forest, IN 47678

To: Gerry Mander
6969 Rockwell Ct.
Screwhaven, MA 01245

Once you have filled out the names and addresses of your labels, you are ready to have them printed. You have two choices here. You can either print your labels on ordinary paper and then glue them on your packages with rubber cement, or you can purchase peel-off label stock in 8 1/2-by-11-inch sheets and print your labels on this material directly.

After your labels are printed, simply cut them to size and glue them in place. The result will be very impressive.

**TRANSPARENCIES**

Style

Font

Print

Well, your hard work has paid off, and you are finally getting to present your pet project to the board. Naturally, you won't be alone—several other co-workers will be competing for scarce resources. And as if that weren't enough, Snerdly Swimp just got a brand new computer (but not a Mac), and he is planning on using it to help with his presentation.

Now you, of course, know exactly what you are going to say. Your only problem is in the preparation of good visual aids to help maintain interest while you are describing your project. There is no question that visual aids can play a pivotal role in the acceptance or rejection of an idea. As a result, this will be the area where you will knock Mr. Swimp into the mailroom.

The Macintosh is a perfect tool for making overhead transparencies. First you have to create your masters, print them using the high-quality print option, and then make copies of your masters onto plastic film. There are two types of copiers that will let you do this. Acceptable copies can be made using conventional xerographic copiers, but the best-quality charts are made using a thermal copier with special heat-sensitive transparency material. Since thermal copiers are much less expensive than xerographic copiers, it is almost worth having one around purely for making transparencies.

In planning your presentation, you need to know a bit about the size of your audience, their attention span, and the subject matter you want to cover. The *worst* thing you can do is try to get too much information on one page, as in the example on the opposite page.

I have had to suffer through too many boring presentations that relied on the use of a single transparency that tried to cover far too much material and couldn't be read in the second row. When confronted with such a presentation, I tend to devote my time to solving crossword puzzles instead of listening to the speaker.

Research Efforts for the Next Six Years

1984 - Complete hybridization of square tomatoes so slices fit better on bread.

1985 - Develop avocado with smaller seed.

1986 - Start design of edible automobile for people who plan on running out of gas in the desert.

1987 - Find way to completely replace beef with sawdust for fast-food hamburger market.

1988 - Develop line of salad dressings from used motor oil.

1989 - Complete installation of solar-powered asparagus field.

Staffing for These Projects

Dr. Fern Begonia

Dr. Hy Acinth

Dr. Will O'Tree

Key issues, never to be forgotten

We are performing this research as a natural branch of our business, and though we may occasionally bark up the wrong tree and pine for lost success, we vow never to leave the field in which we have toiled and from which we have harvested such fruitful results.

The rules for making good overheads are quite simple: 24-point type works; smaller type doesn't. Oh, it's true that you can occasionally use 18-point type for some things, but in general you should restrict yourself to presenting your text in 24-point type. Avoid cluttered fonts. **New York, Geneva, Toronto, Monaco, and Chicago** all work fine. Fancy fonts like **London** are hard to read at any size. Don't use too many fonts on one chart. If you need to emphasize certain words, use italics and boldface. Experiment with the **Shadow** style for titles to see if you like it.

Key issues, never to be forgotten

We are performing this research as a natural branch of our business, and though we may occasionally bark up the wrong tree and pine for lost success, we vow never to leave the field in which we have toiled and from which we have harvested such fruitful results.

You also need to think carefully about the content of each overhead. No more than one major point should be visible on the screen at one time. If you display several points, your audience will read ahead while you are describing your first one. Remember, you are controlling the flow of information in your presentaion. Make sure your visual aids keep you in control.

If you do these things, Swimp won't have a chance!



While you are busily working on your presentation, you will no doubt find that you have several lists, like the one below, that need "bulleted" items—topics that you want to tick off, one by one. To make these lists into sit-up-and-take-notice charts, you will want your bullets on the left side of the page and all your text neatly lined up on an indented left margin.

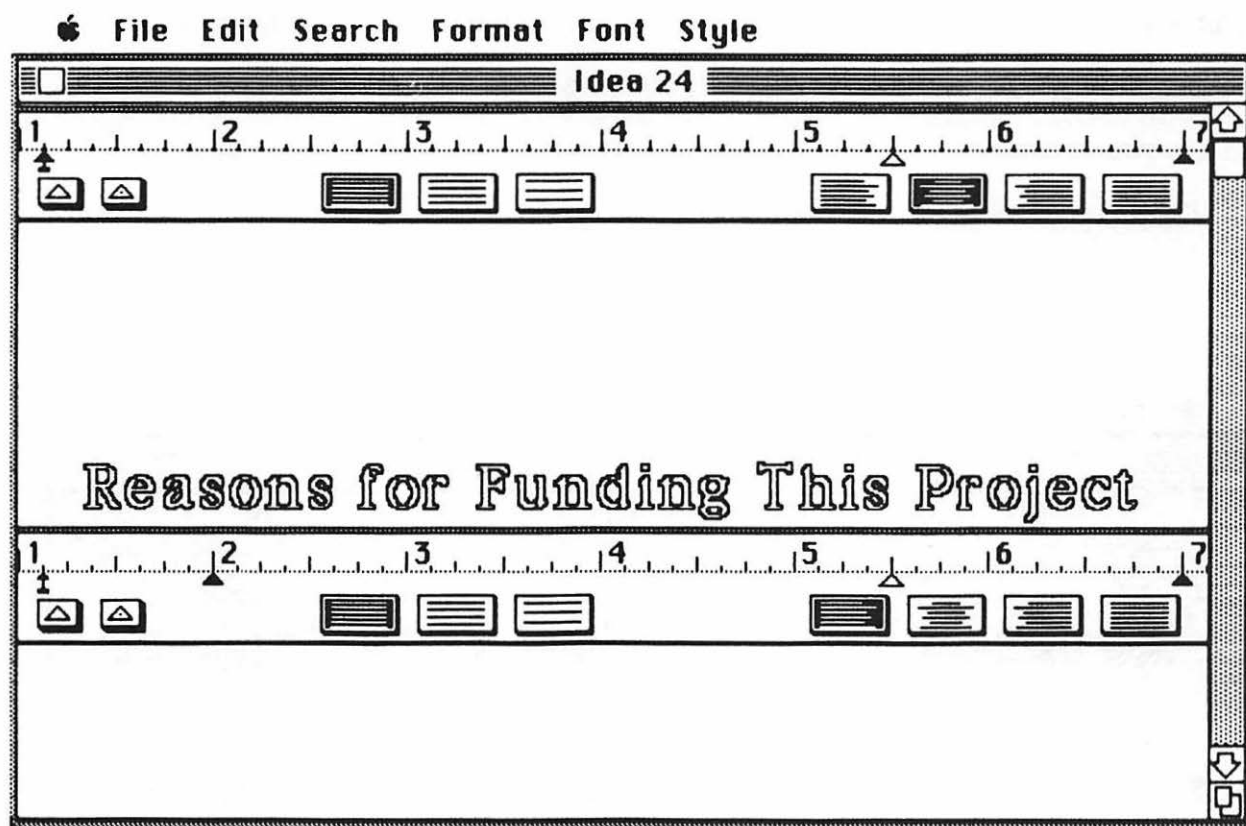
Reasons for funding this project:

Our corporate survival depends on a steady stream of new products.

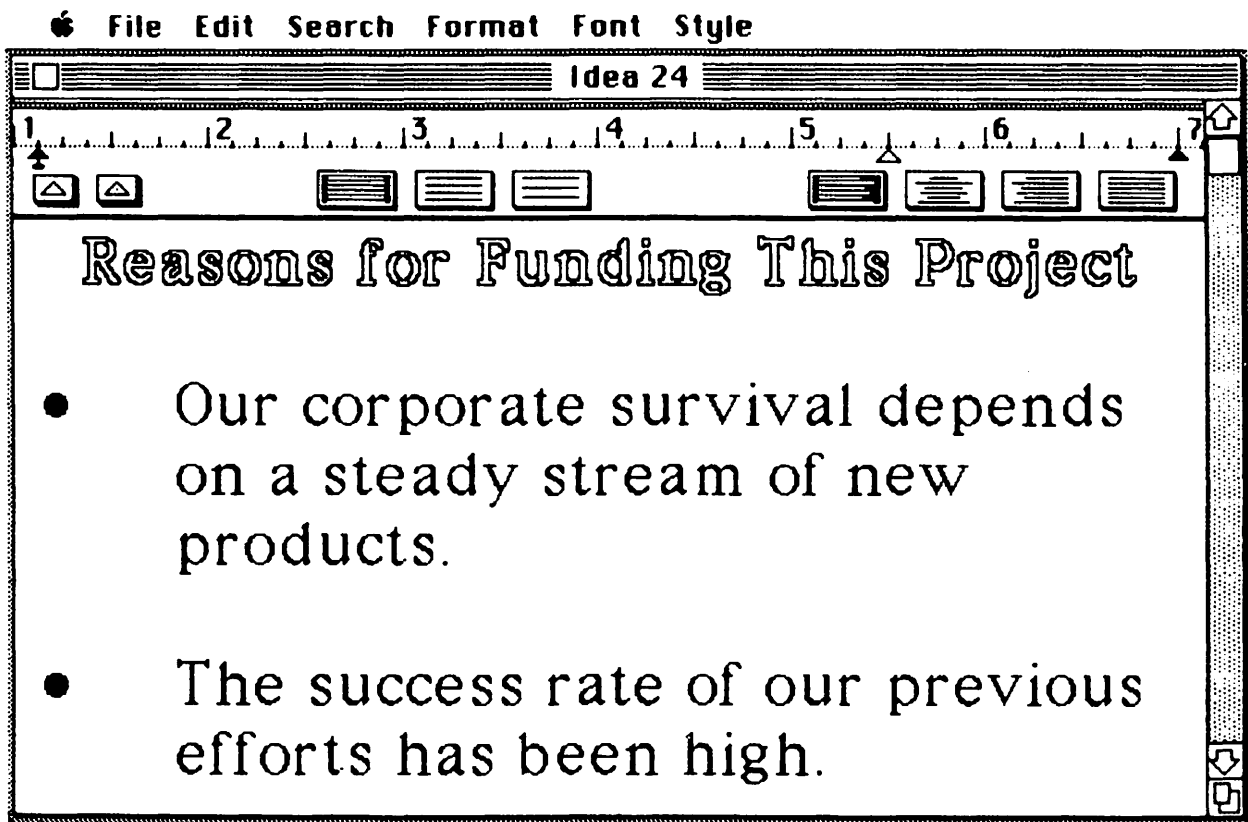
The success rate of our previous efforts has been high.

The proposed product fits our market. . . .

To set up your left margin properly, move the solid black triangle portion of the left margin to the 2-inch mark and leave the long margin marker at the 1 1/8-inch mark.



This will let you line everything up perfectly. The long margin marker shows where the first line will start printing, and the second marker shows where subsequent lines of text will appear until you press the **Return** key. To enter your bulleted text, type a bullet by pressing the **Option** key and typing the **8** key. Next, press the **Tab** key to move to the inside margin and start typing your text. When the first item is finished, press **Return** twice, and repeat this process until all your items are entered. In no time at all, you will have produced bulleted charts that will knock your audience off its feet.



Reasons for Funding This Project

- Our corporate survival depends on a steady stream of new products.
- The success rate of our previous efforts has been high.
- The proposed product fits our market.
- Freddy Jones was funded last time, so it is my turn now.



MacWrite

IDEA 25 MEETING**Font****ANNOUNCEMENTS****Style**

Now that all your overheads are ready for the big meeting, you find that you have been selected to post the meeting announcement. That means it's up to you to make sure that people will want to come. This is a special challenge because the bulletin board is usually filled with other meeting announcements, advertisements for condo rentals, complaints about the soft drink machine, and other pressing business news.

Of course, none of these distractions will stay you from your appointed rounds—especially when you use your Macintosh to create the meeting announcement.

The exact form of the announcement is a matter of personal taste. I prefer the discrete understatement—starting, perhaps, with a 24-point headline to capture attention and then quickly moving to 14-point type for the body of the announcement. Remember that your announcement needs to tell the subject of your meeting, as well as its time and place. Also indicate who should attend—especially if they know what's good for them.



The Future of Our Company

A presentation by ...

- Don deVino
- Snerdly Swimp
- A cast of thousands

The meeting place ...

- the Dew Drop Inn

On ...

- April 11, 1984, at 4:00 PM

Who should attend:

- All key decision makers. Lock decision makers can attend if they want to.

With a meeting announcement like this, you will have a packed house!

IDEA 26 NAME TAGS

MacWrite

**Style****Font**

Ah, the sweet joys of success! Your presentation was so well received that you got a special bonus—enough to let you buy a Macintosh for your home. I'm sure that you were tempted by the idea of getting a new car or buying some new clothes but were just overwhelmed with how impressive it would be to have a Mac for home use.

Well, come on, you won't impress anyone if they don't know you have it. What better way to impress your friends than by throwing a Big Mac party! Of course, you have to choose your guest list properly. You don't want to let things get out of hand—perhaps 50 or 60 people, but no more, or your one-bedroom apartment would get too crowded.

Now, any time I have 50 people come to a party, I am lucky to remember the names of half of them—and that's before the first drink. The solution to this is easy. Have everyone wear a name tag! There are two ways to get name tags for your guests. You can buy some blank name tags at the stationery store and have each guest fill out his or her tag with a felt-tipped pen, but this clearly lacks class. The better approach is to create a name tag form and let people type in their own names.

Once a sheet of tags is filled in, you can print them out on label paper, cut them to size, and stick them on the appropriate people in the appropriate places.

There is a hidden advantage to letting people create their own name tags on the Mac—by saving the list of names, you will be able to see who came to your party.

And to think that they laughed when you sat down at the keyboard . . .

Hello!
My name is
Celia Later
and yours isn't!

Hello!
My name is
Doe Ralmey
and yours isn't!

Hello!
My name is
Fran Tastic
and yours isn't!

Hello!
My name is
Kendall Wicke
and yours isn't!

Hello!
My name is
Ernest Mony
and yours isn't!



MacWrite

IDEA 27 CHANGING**Style****ADDRESSES****Font****Print**

As the ever upwardly mobile person that you are, the time will come when you need to let everyone know that you have moved. Also, you might find yourself entering a long-term commitment and want to change your name. Clearly this calls for an announcement that shows more class than the typical postal card offered by the U.S. Postal Service.

Using MacWrite, you can create your own custom post-card design that tells the world exactly who you are and how to reach you.

Announcing!

**Miss Awanda Hughes
2345 Peapot Lane
Cleft Palate, NB 65432**

**has married Fred Kissinger
and is
Awanda Hughes Kissinger now.**

Her new address is:

**17 Kensington Circle
Snob Hill Estates
Sunova Beach, CA 98765**

**Mail sent to the old address
will be used to start
forest fires.**

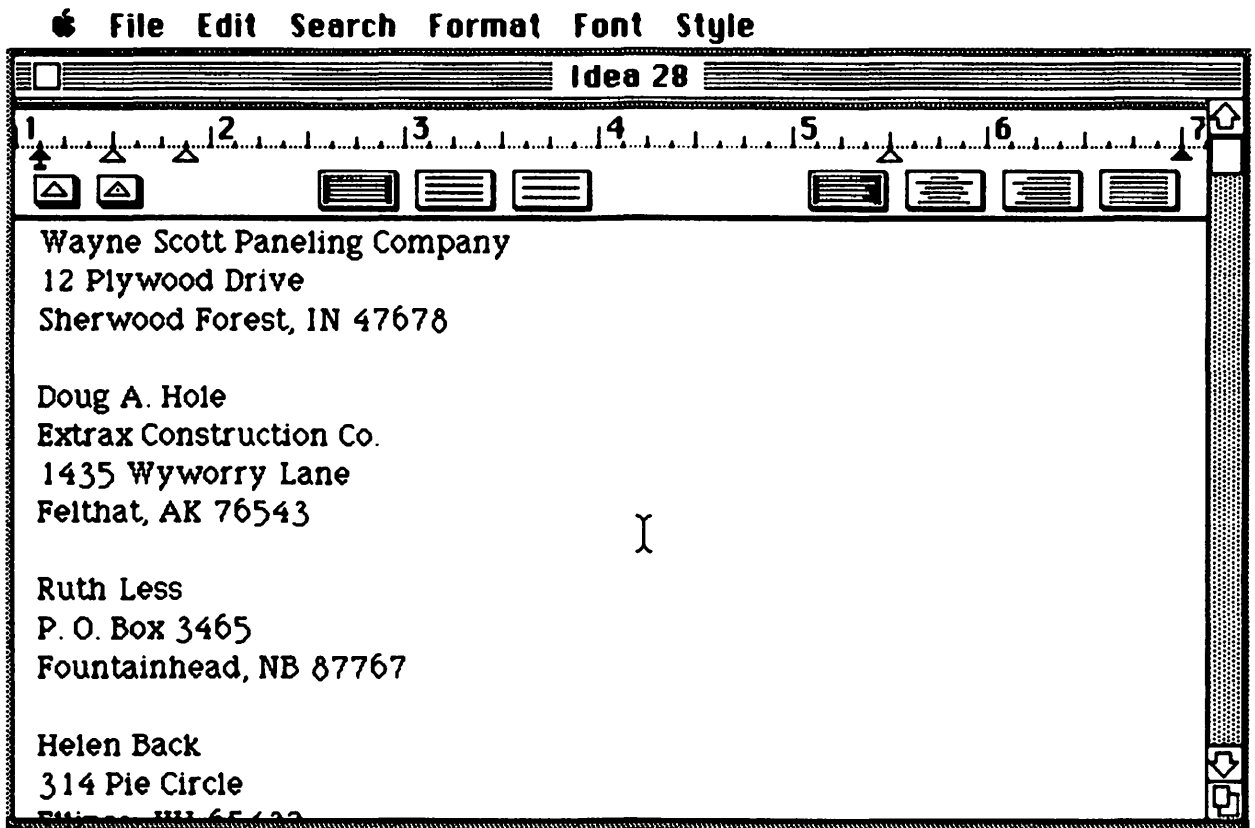
Once you have created this powerful little missive, take a high-quality print of it to your local "instant press" and have them print it on some post cards for you. With a little effort on your part, everyone will know you have moved.

And, no, we won't all be happy about it either.

**MACWRITE****AS A DATA BASE**

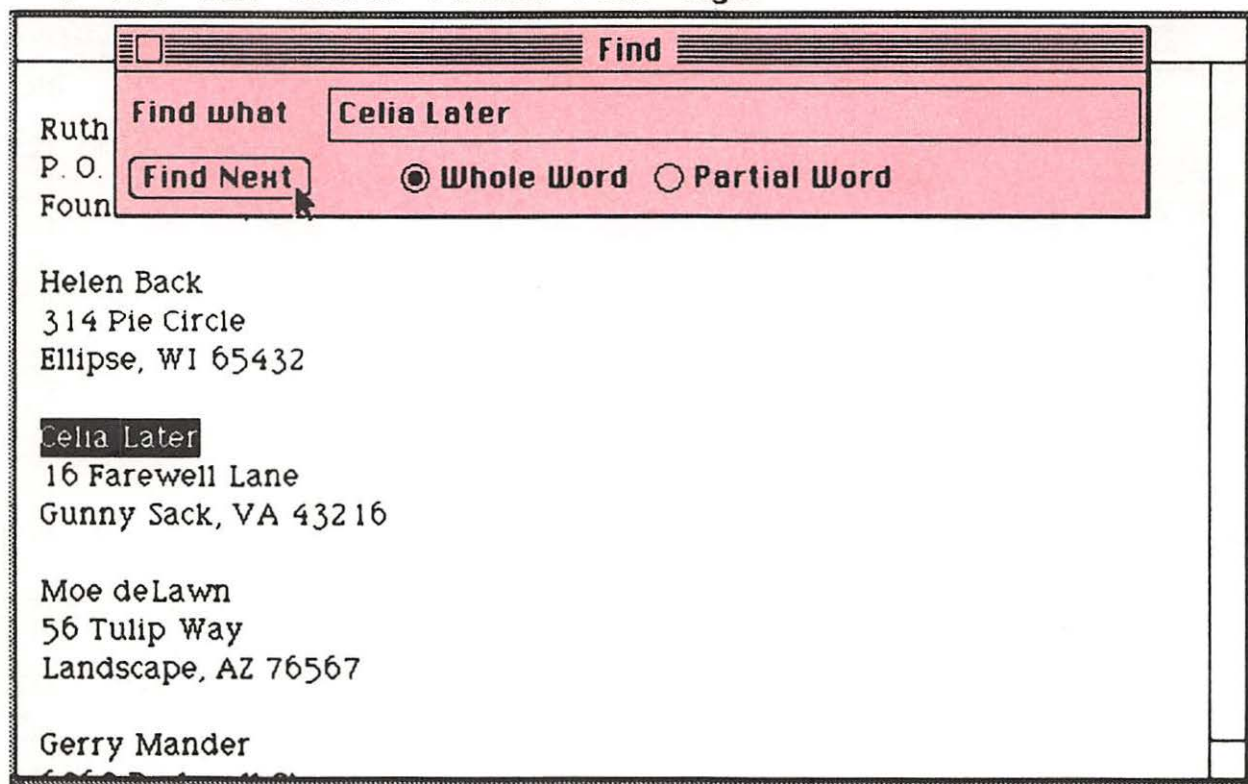
So far, the ideas I have described that use MacWrite also use the printer. Our goal has been the creation of documents. But MacWrite is sufficiently powerful that it can be used to let you build an information retrieval system.

Suppose that you want to keep track of your business colleagues. Using MacWrite, enter their names, companies, addresses, phone numbers, shoe sizes, and any other information that you find to be of pivotal importance in your business dealings. To make this file easy to read, you may wish to leave a blank line between entries. Don't worry about alphabetical order, just enter the names as they come to you.



Once the names and addresses are inserted, save the document under some file name such as **Contacts**, so you know what it contains.

Then, the next time you want to know the address of Celia Later, all you have to do is select the **Find** option in the **Search** menu, enter **Celia Later**, and click the mouse button in the **Find Next** box.



Presto—you are immediately led to the desired information!

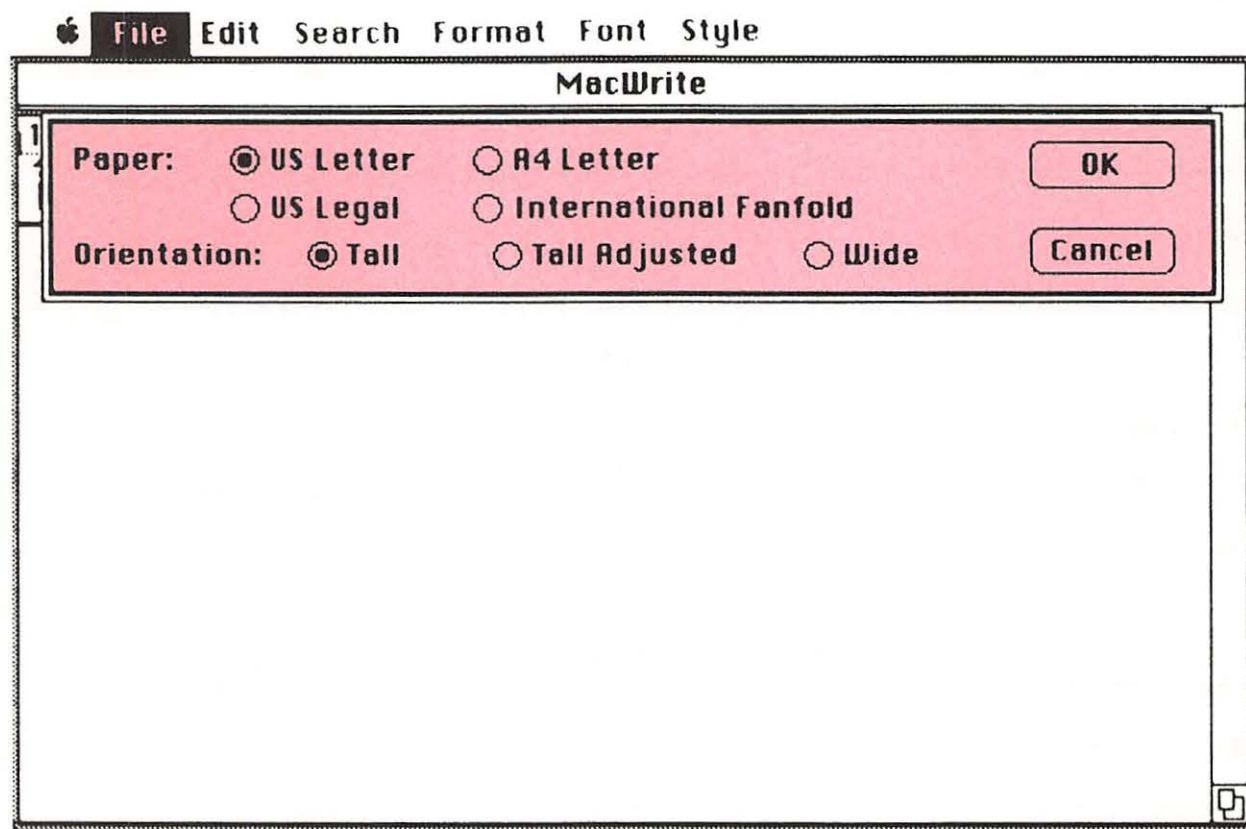
**AND PORTRAITS**

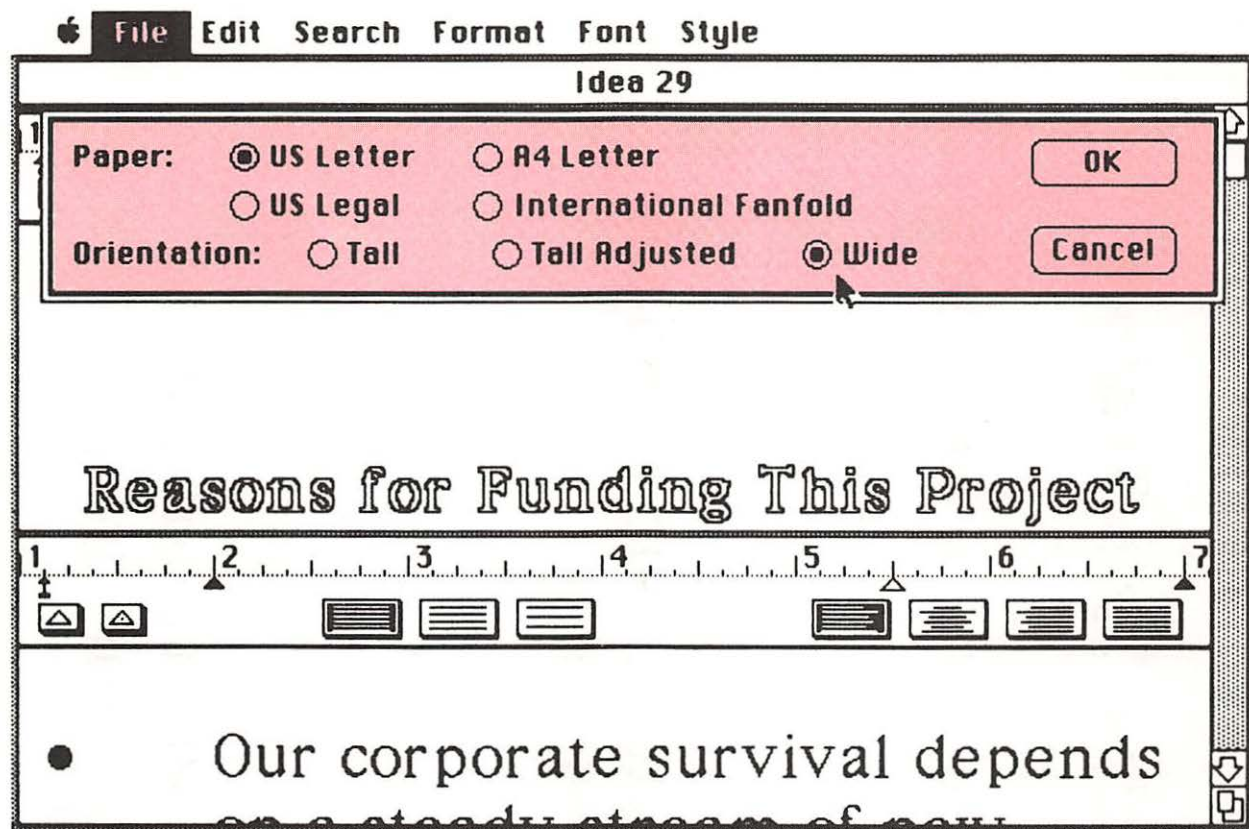
I'm sure you won't know how you ever lived in modern society without knowing the information I'm about to share, but it just goes to show how resilient we are as human beings.

You may never have noticed that there are two general ways to orient a piece of paper. If information is printed on the paper with the long side held up and down, this is called the *portrait* mode. If the information appears in such a way that the long side is held horizontally, this is called the *landscape* mode. If the information is printed on a diagonal, this is called the *bozo* mode, and you need to learn how to insert your paper in the printer properly.

The origin of the names *portrait* and *landscape* is easy to understand. Portraits tend to be painted so they go up and down, and landscapes are painted so they extend horizontally. There are exceptions, of course: Some Japanese landscapes are quite vertical and are painted that way, and any complete portrait of Dolly Parton . . . oh, never mind.

By now you are wondering why I have chosen to impart such important information to you. The reason is that MacWrite lets you take your pick when printing your document. When you select **Page Setup** from the **File** menu, you are presented with the option of printing your document in either the **Tall** (portrait) or **Wide** (landscape) orientation. (The **Handsome** option should appear for completeness, but what did you expect from a computer that costs less than \$3000?)





Normally you would choose the **Tall** option, but sometimes, if you are making overhead transparencies, for example, you will want them printed out in landscape mode. Fortunately, you don't have to make any adjustments to your printer or paper. When you pick the **Wide** option, your document will be printed sideways.

Text printed with the **Wide** option tends to be a bit more widely spaced than it is when printed in portrait mode. This can make it a little easier to read.

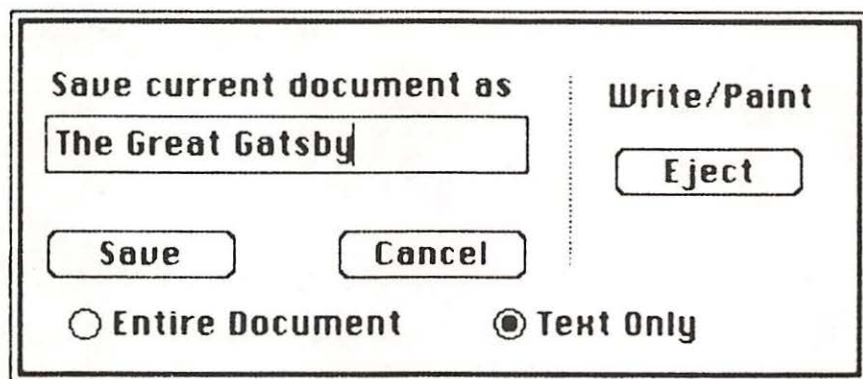
Reasons for Funding This Project

- Our corporate survival depends on a steady stream of new products.
- The success rate of our previous efforts has been high.
- The proposed product fits our market.
- Freddy Jones was funded last time, so it is my turn now.



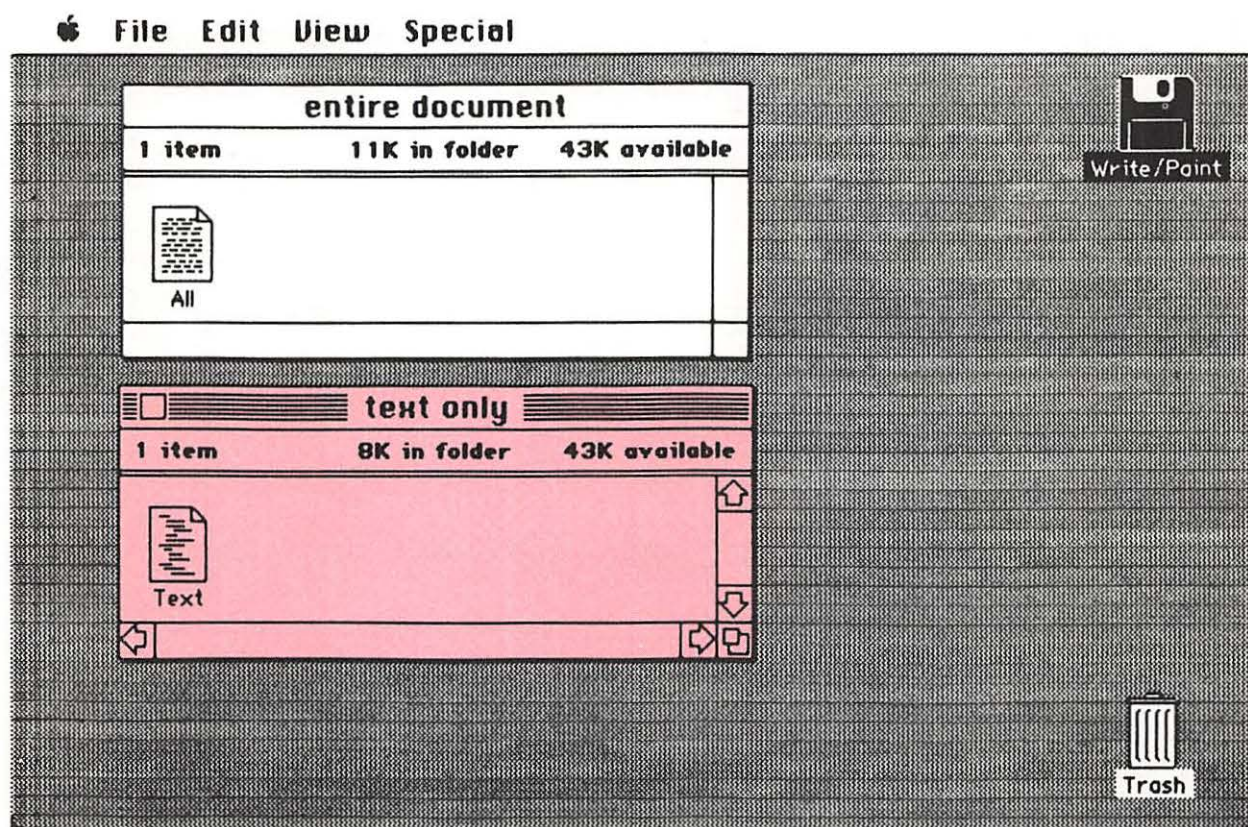
ABOUT PLAIN TEXT

When saving your documents to disk, you have probably noticed that one of your options is labeled **Text Only**.



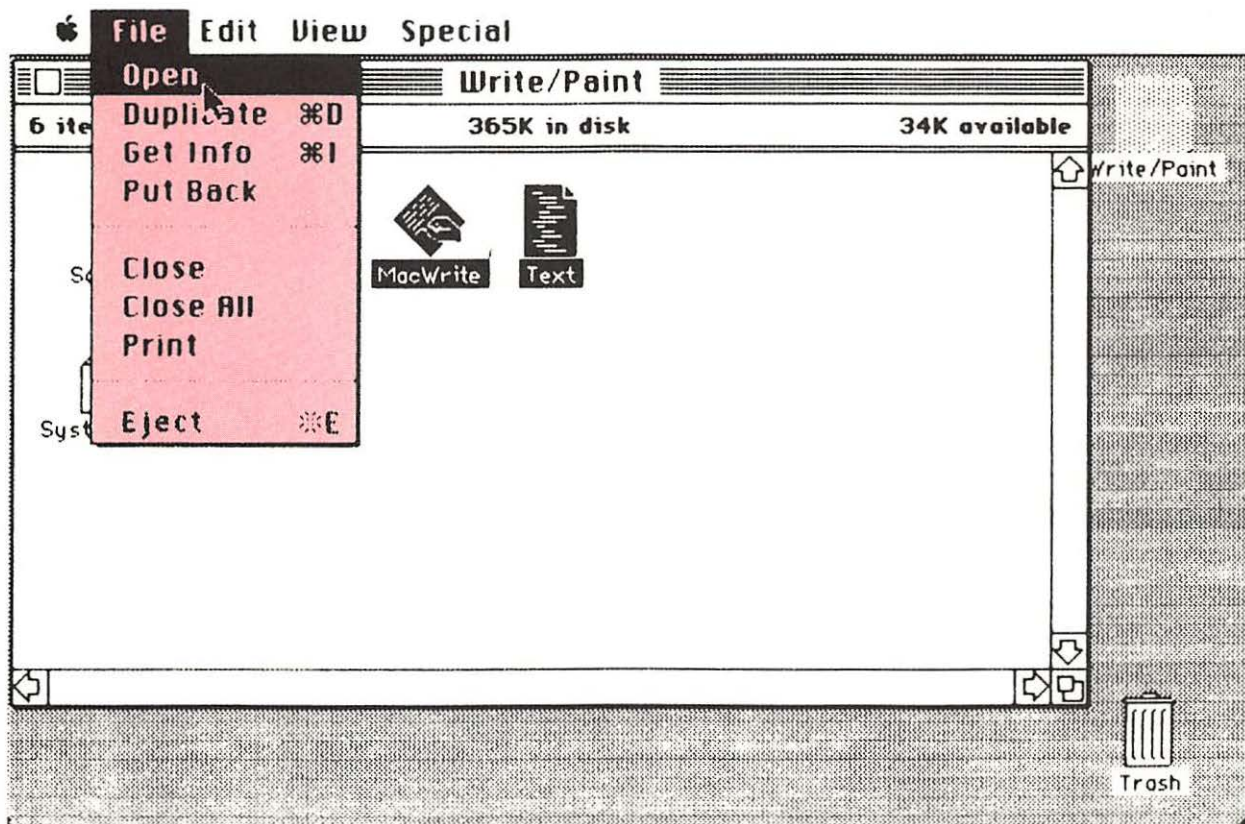
If you choose to save your document with this option, you will save a lot of space, but you will save only the text portion of your document without any information regarding formatting, fonts, styles, pictures, page breaks,

headers, or footers. The principal use of this feature is to save documents that are to be used with other application programs for your Macintosh. However, if you are creating a large document and you don't need any of the fancy features saved along with it, **Text Only** can save some disk space. To see how much space you can save, I have saved a document (with no pictures) both ways. To see how large each document is, I placed each one in its own folder.



As you can see, the entire document occupies 11,000 characters of memory, whereas the **Text Only** document occupies only 8,000 characters of memory on the disk.

Getting a **Text Only** document back into MacWrite takes a little effort. First, you should know that you can only load such a file from the "desktop"; you cannot open it using the **Open** option in the **File** menu. To bring a **Text Only** file into MacWrite, you must first select the document by clicking it once with the mouse and then select the MacWrite icon by holding down the **Shift** key and then pressing the mouse button.



Once both icons are selected, you can choose the **Open** option from the **File** menu, and your document will appear on the screen in pure **New York** type, with no embellishments whatsoever.

Now that we have given you a taste of text, the next chapter will show you the power of pictures.

Chapter 4

THIRTY WAYS TO WORK WITH PICTURES: A COLLECTION OF IDEAS THAT USE MACPAINT

IDEA 31 WRITING

MacPaint



EQUATIONS

Text



Line



FontSize

Selection Box



Edit

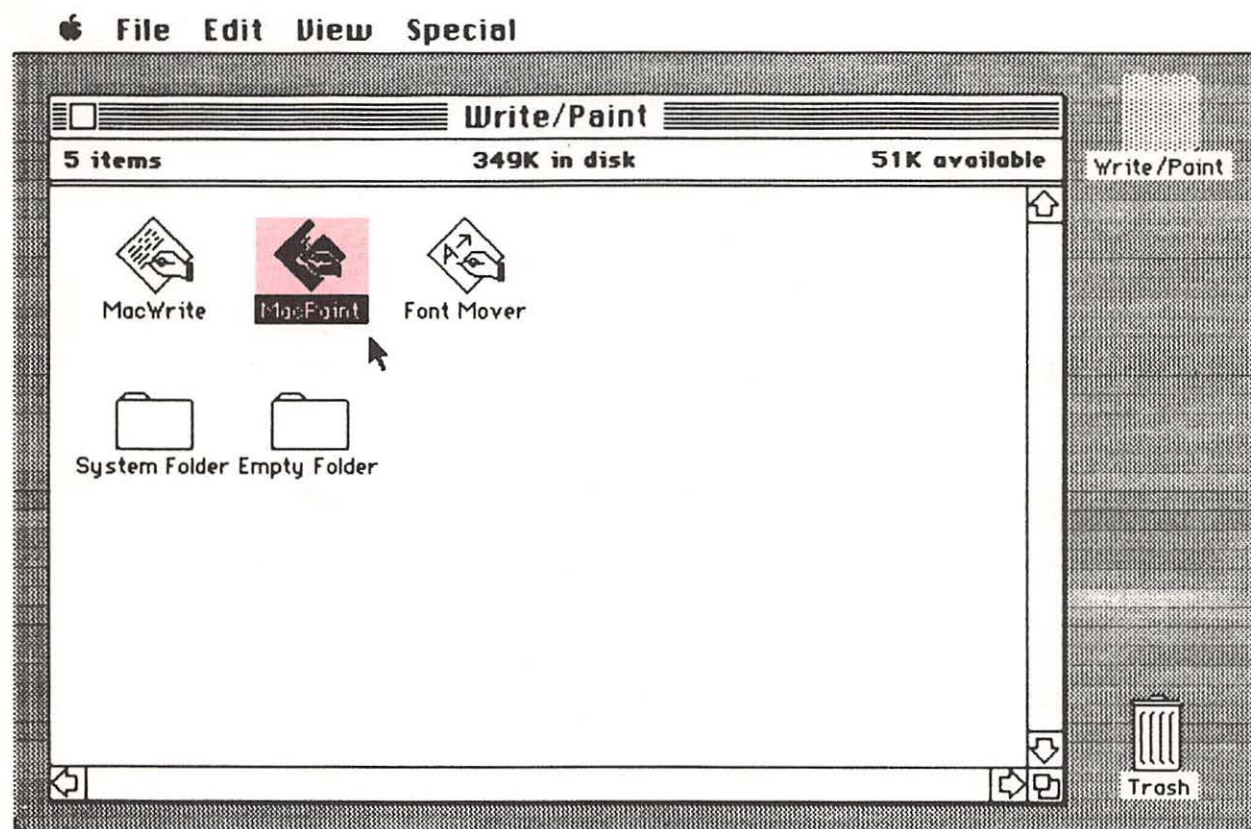
Font

Now that you know all about MacWrite, you are probably the envy of the neighborhood. After all, you are able to create documents with your Macintosh that are virtually impossible to create with other types of computers, and you don't have to be a computer expert to do it!

Of course, there are some things that you might like to do that are not possible with MacWrite. For example, suppose you want to include some mathematical equations in your document. Many mathematical equations have subscripts and superscripts in them, and the early versions of

MacWrite do not provide this capability. Fortunately, you can use MacPaint to create your equations and then paste them into your text document.

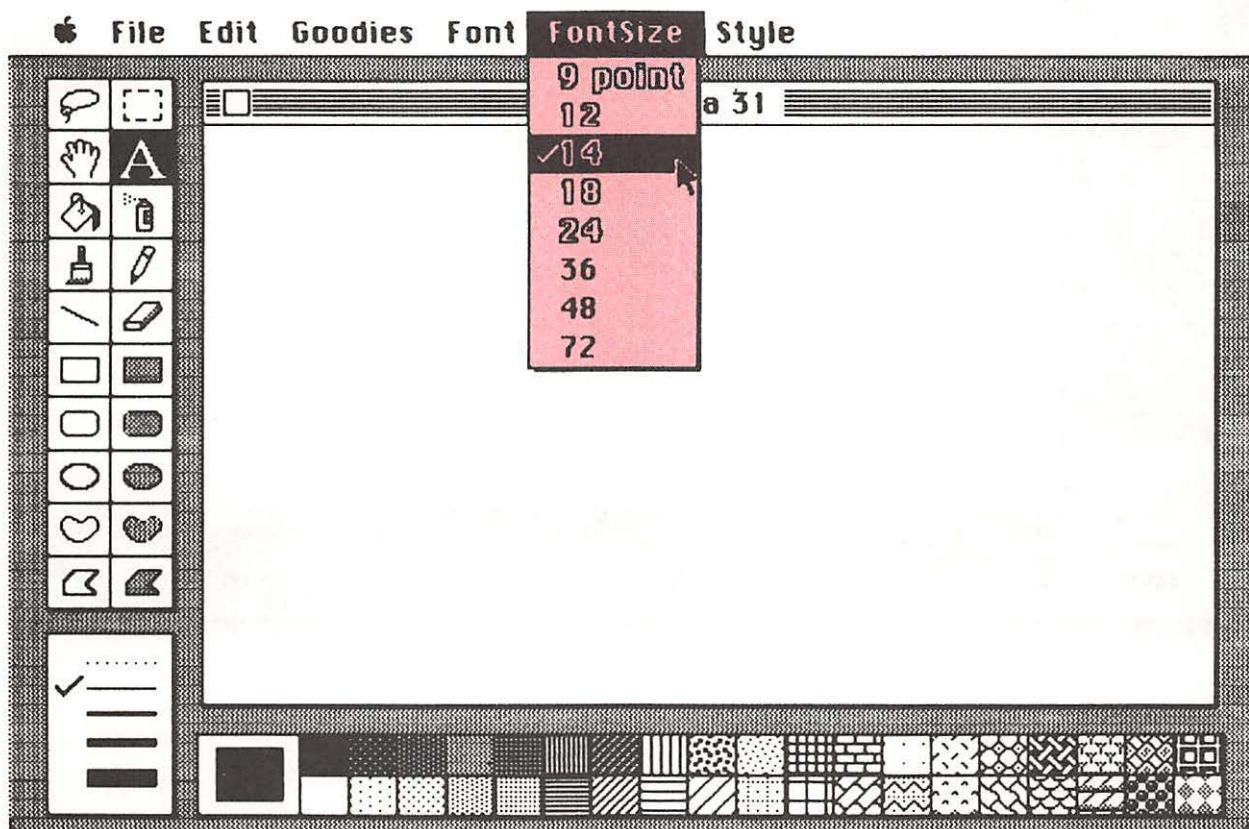
To use MacPaint, simply double-click the **MacPaint** icon on the Write/Paint disk.



Once MacPaint is ready to use, you can select any of a wide variety of options for creating images on the screen. For our present task, we will choose the **Text** option by clicking the mouse button in the menu box that

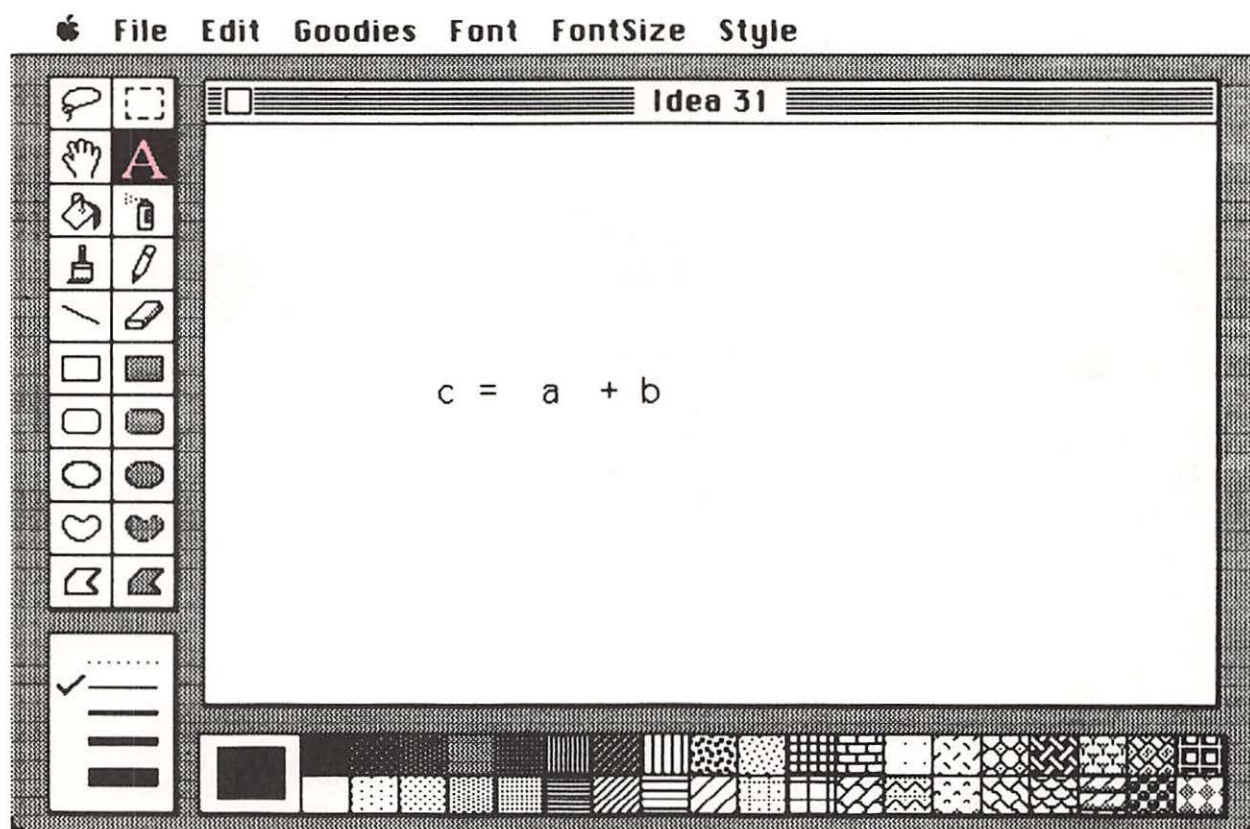
contains the big letter **A**. This selection allows us to place text anywhere we want on the screen. You should move your cursor to a central place on the screen and click the button to indicate where your text will appear. Next, select the desired font from the **Font** menu. For this example, we will use the **Geneva** font and pick the 14-point size from the **FontSize** menu.

You will notice that you have many more size options in MacPaint than you do in MacWrite—I will describe these options as we use them.



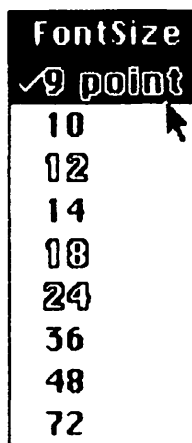
Now that we have selected the typeface and type size, we are ready to start writing our equation. For starters, we will create the equation for the length of the hypotenuse of a right triangle, $c = \sqrt{a^2 + b^2}$

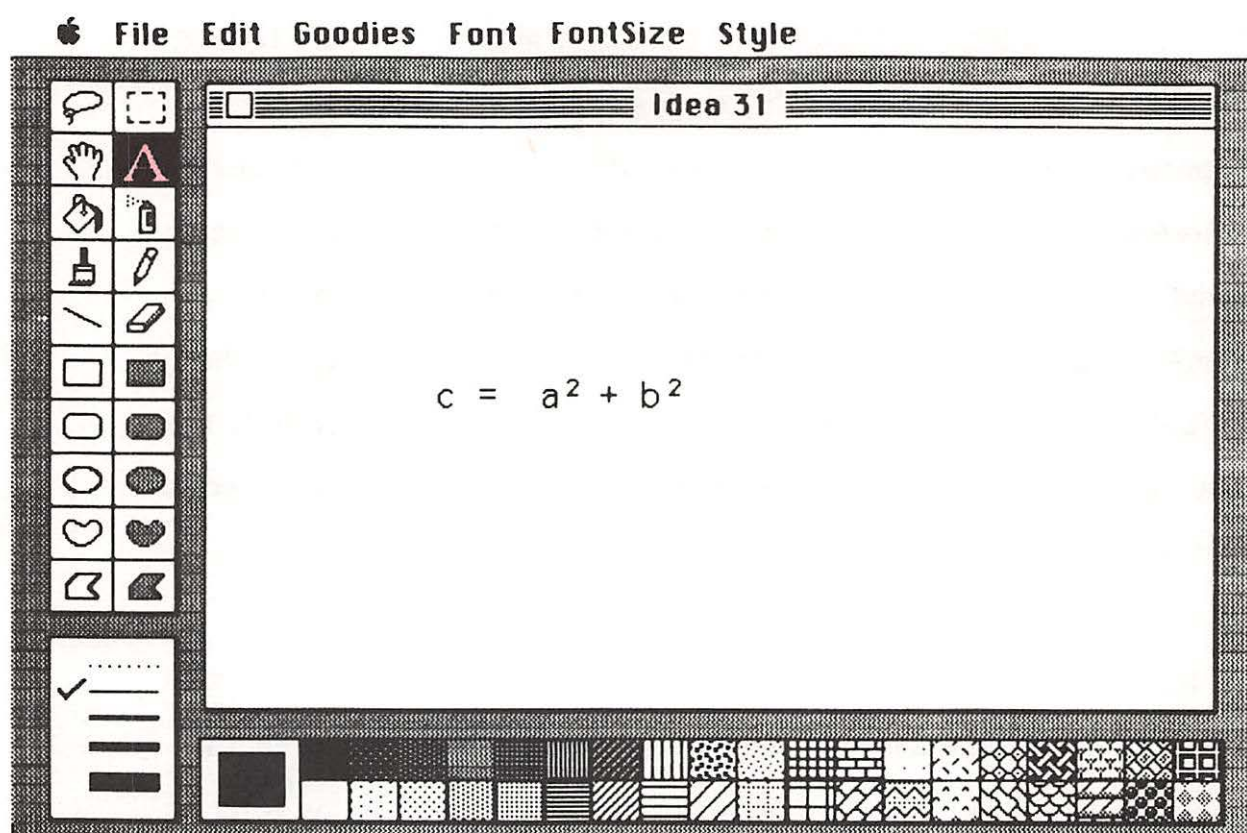
Notice that I left some space after the letters on the right side of the equal sign. This is to allow room for the superscripts.



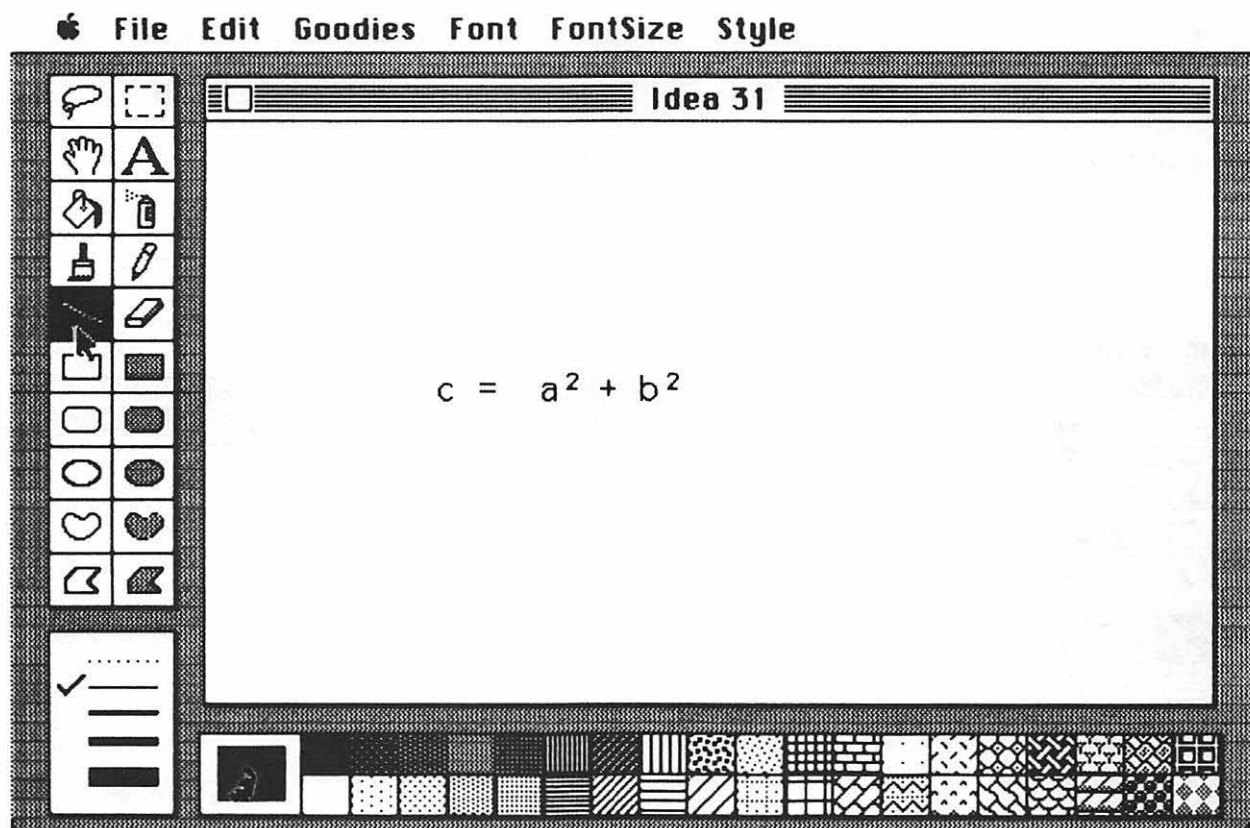
Once this line has been typed, you are ready to add some superscripts to the letters **a** and **b** to indicate that these values are to be squared. Superscripts should be in a smaller type size than the rest of the equation. Before pulling down the **FontSize** menu and selecting a new type size, you should know that there are some fundamental differences between **MacWrite** and **MacPaint** in their handling of text. In **MacPaint**, any change in font, size, or style is immediately reflected in all text entered since the last click of the mouse, whereas in **MacWrite**, changes affect only selected text or the next text to be typed.

So, before selecting a new type size, relocate the cursor to the upper right corner of the letter **a** and click the button. Select 9-point type from the **FontSize** menu and type the number **2**. Move the cursor to the letter **b** and type **2** again.



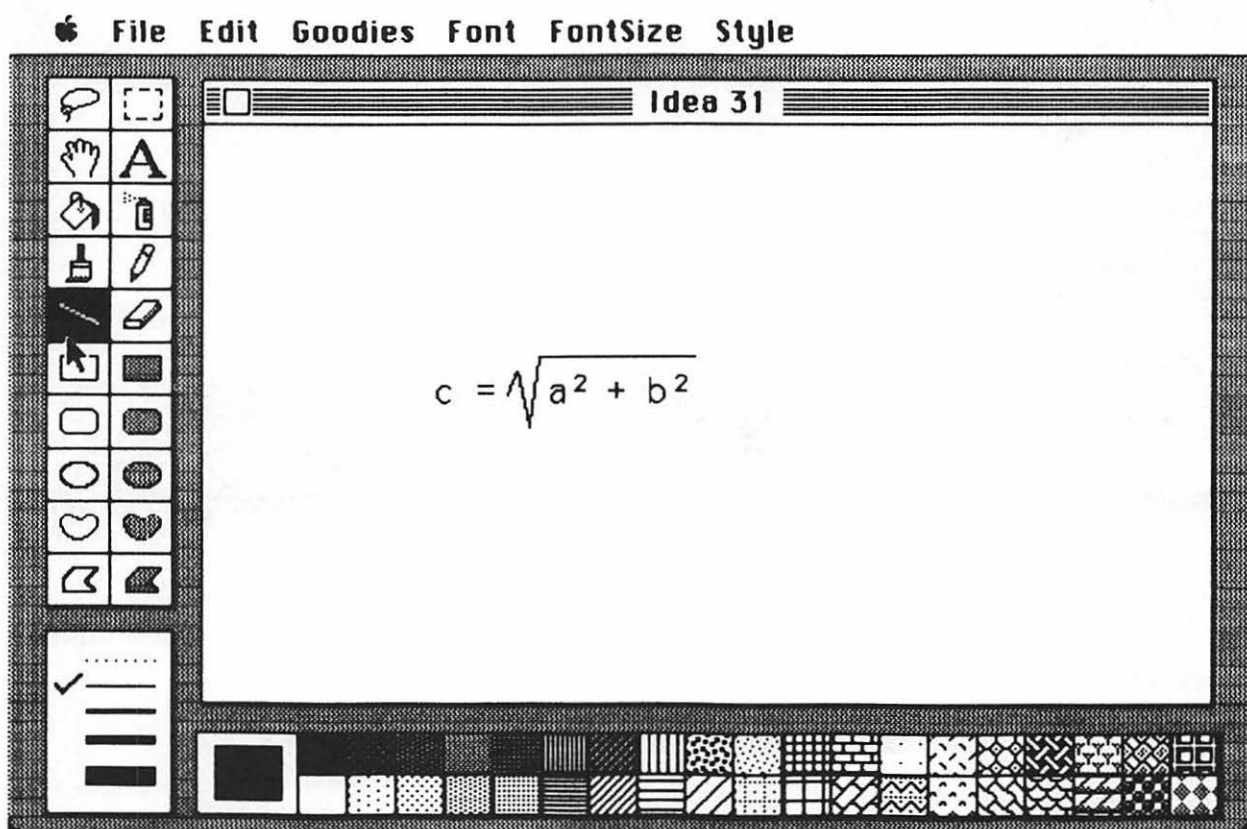


We are almost done, but we need to show that the square root should be taken of all the items to the right of the equal sign. To draw a square root sign, select the **Line** tool from the MacPaint menu on the left side of the screen.



Move the cursor to the starting point for your square root sign and click the mouse button. When you do this, you will mark one end of the line. Now, as you move the mouse, you will see a line stretch from this location to the current mouse position. When you have the line where you want it,

click the mouse button again to freeze the line. Repeat this process for the remaining two lines, and you will be finished. (Pressing the **Shift** key will let you draw accurate horizontal or vertical lines.)



Now that your equation is finished, you can select it and paste it into your text document using the technique I described in Idea 18.

This approach to entering equations may appear a bit cumbersome at first, but it does let you create quite beautiful documents and should impress your scientific colleagues—especially if your equations are correct!

IDEA 32 MAKING

MacPaint



GRAPHS

Line



File

Rectangle



Goodies

Line Width



Style

Text



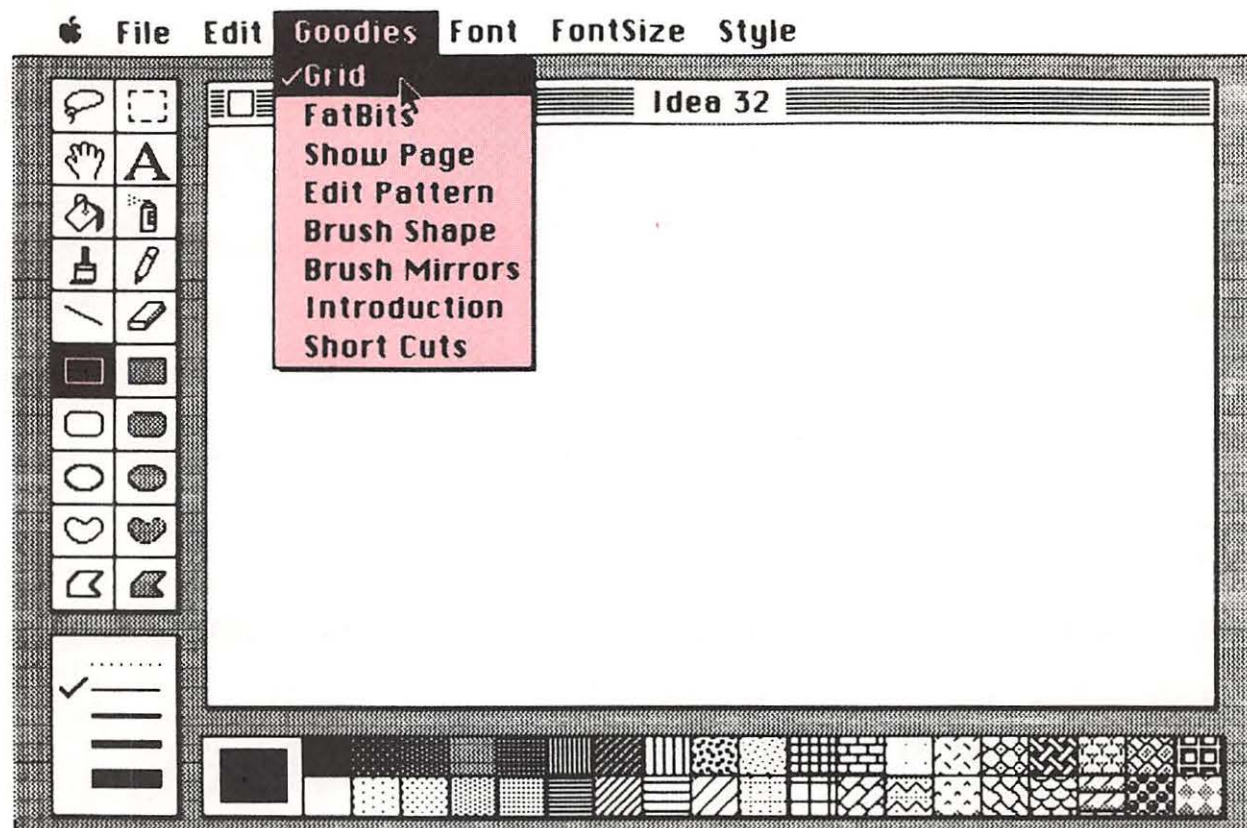
Edit

Selection Box



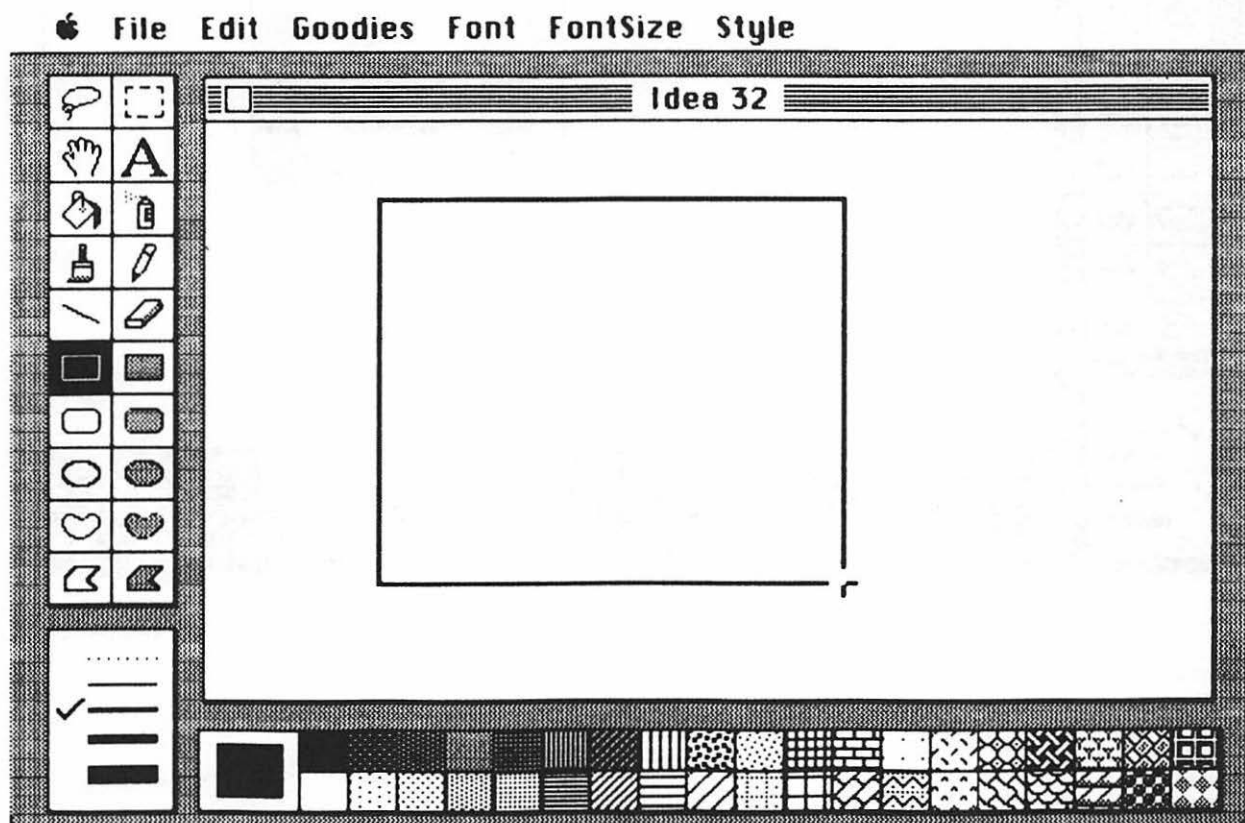
Although our previous use of MacPaint has been for the creation of images that are pasted into a text document, you will find that most of your MacPaint images will stand alone. (Note that even though it is OK to have your pictures stand alone, you should never do Chinese cookery by yourself because, as it is stated in the well-known saying, "You'll never wok alone." But I digress.)

One of the good uses of MacPaint is the creation of graphs. Graphs are easier to read than tables of numbers and can convey many types of information in a very clear form. The key to the creation of good graphs is to keep them uncluttered. Precision is usually not so important in graphs, especially when you are trying to show trends. As a result, you can typically set your graph points on a grid. MacPaint has a built-in grid, ready for your use. This grid can be selected from the **Goodies** menu.

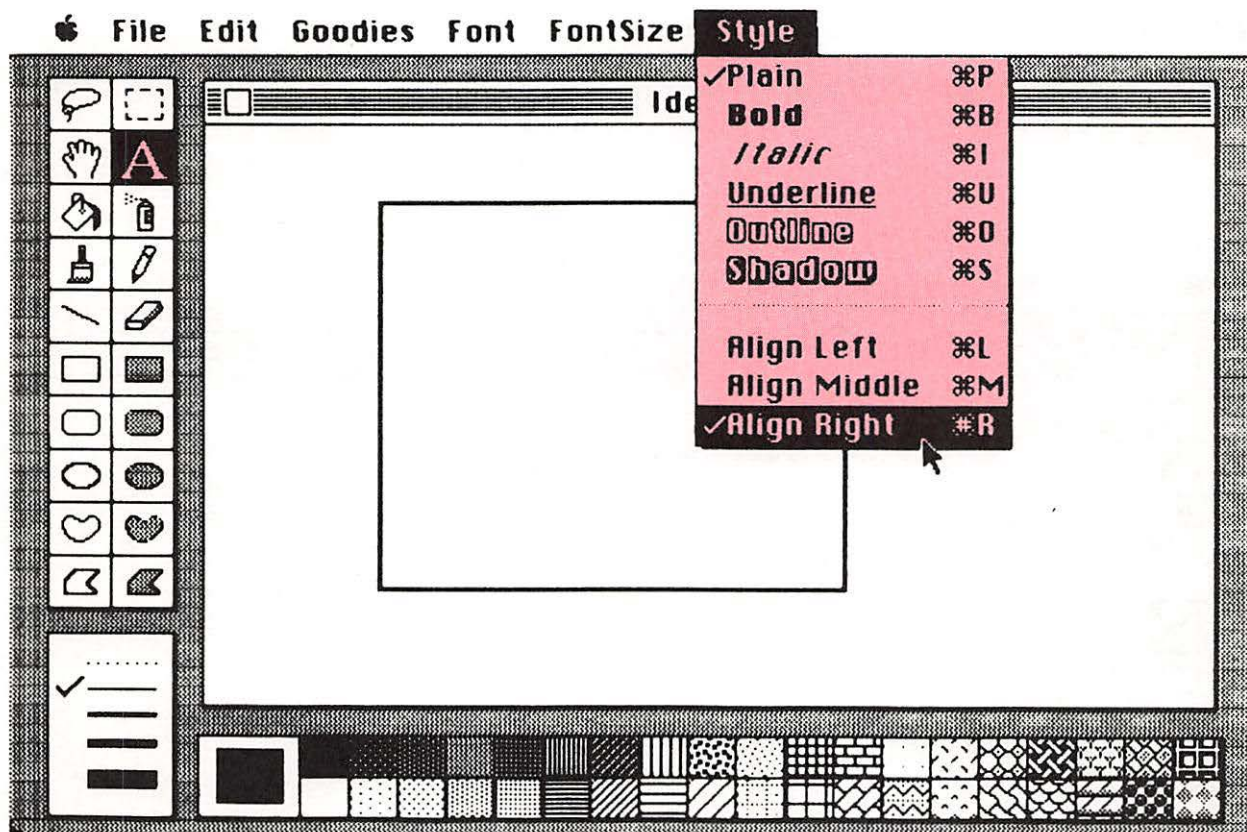


Once the grid has been selected, all cursor movements on the MacPaint screen will be on grid points. From your rough sketches, you should know

the range of values needed on each graph axis. Let us suppose you need to create a graph that has 10 markings along the y (vertical) axis and 12 markings along the x (horizontal) axis. You should start by drawing a box for your graph using the **Rectangle** tool in the MacPaint menu and selecting a medium-width line from the **Line Width** toolbox at the bottom left of the screen. Next, create your box by clicking the mouse at the upper right corner of the box and moving the mouse 24 grid units to the right and 20 grid units down. Once the box is of the right size, click the mouse button again to freeze a copy of the box on the screen.

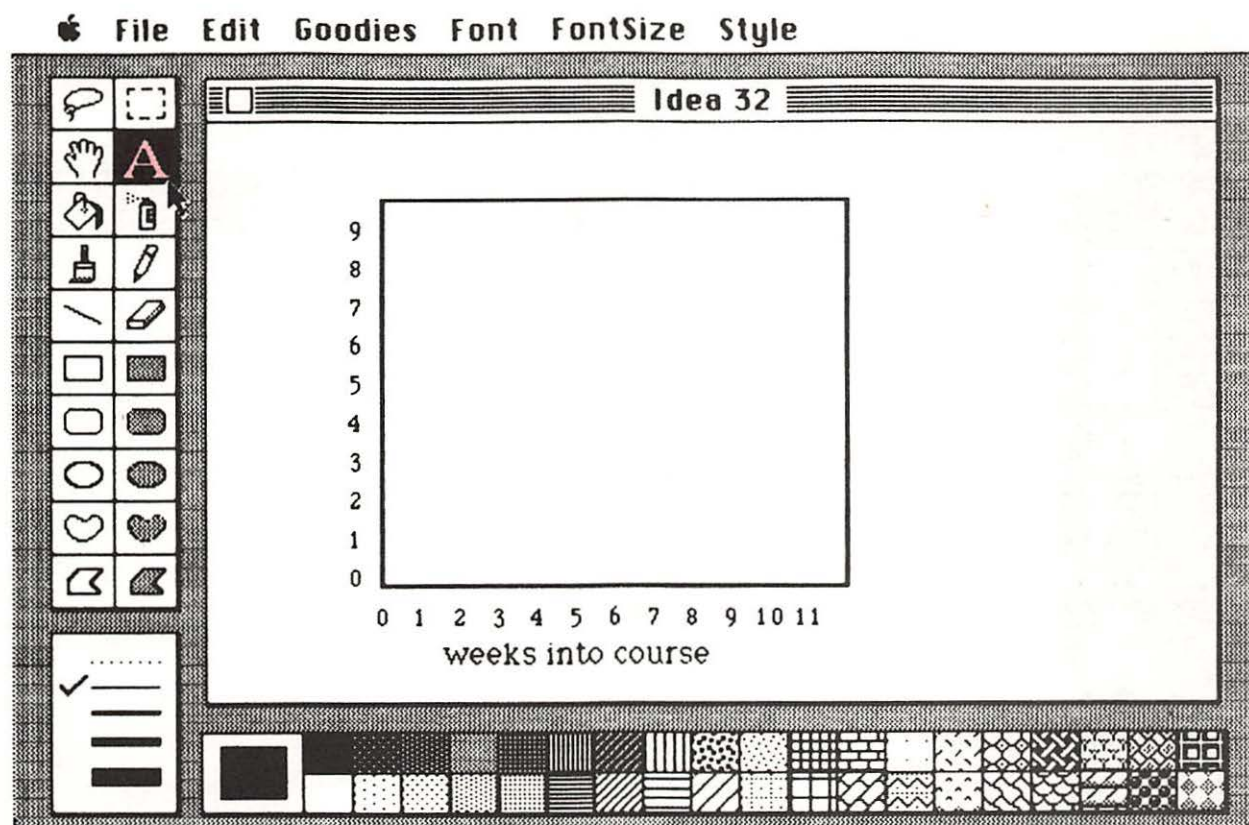


Next, label each grid position on each axis. MacPaint has some special tools to make this task quite pleasant. For example, when you are placing numbers along the y axis, you want to have them aligned by the right edge of the number, not the left edge. To do this, select the **Align Right** option from the **Style** menu before typing these numbers on the screen.

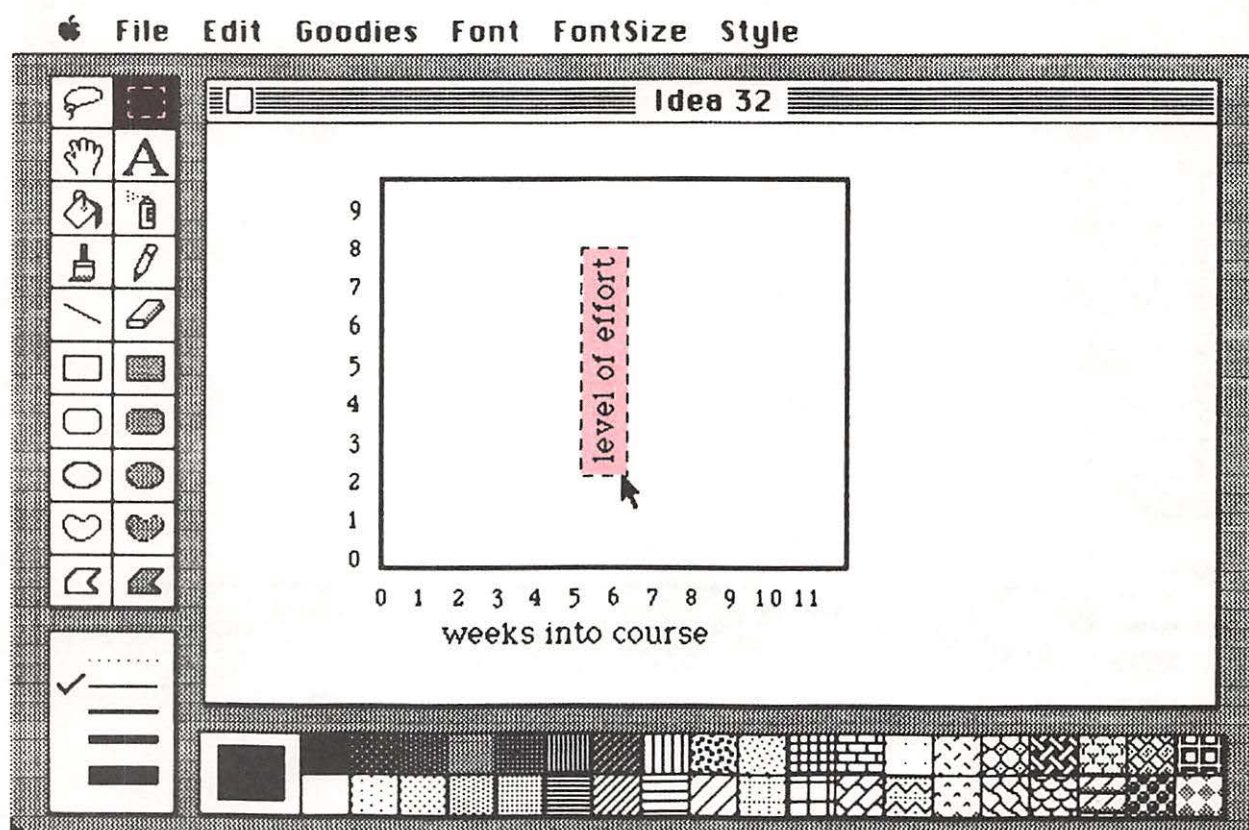


Similarly, you would use the **Align Middle** option when typing the numbers at the bottom of the graph.

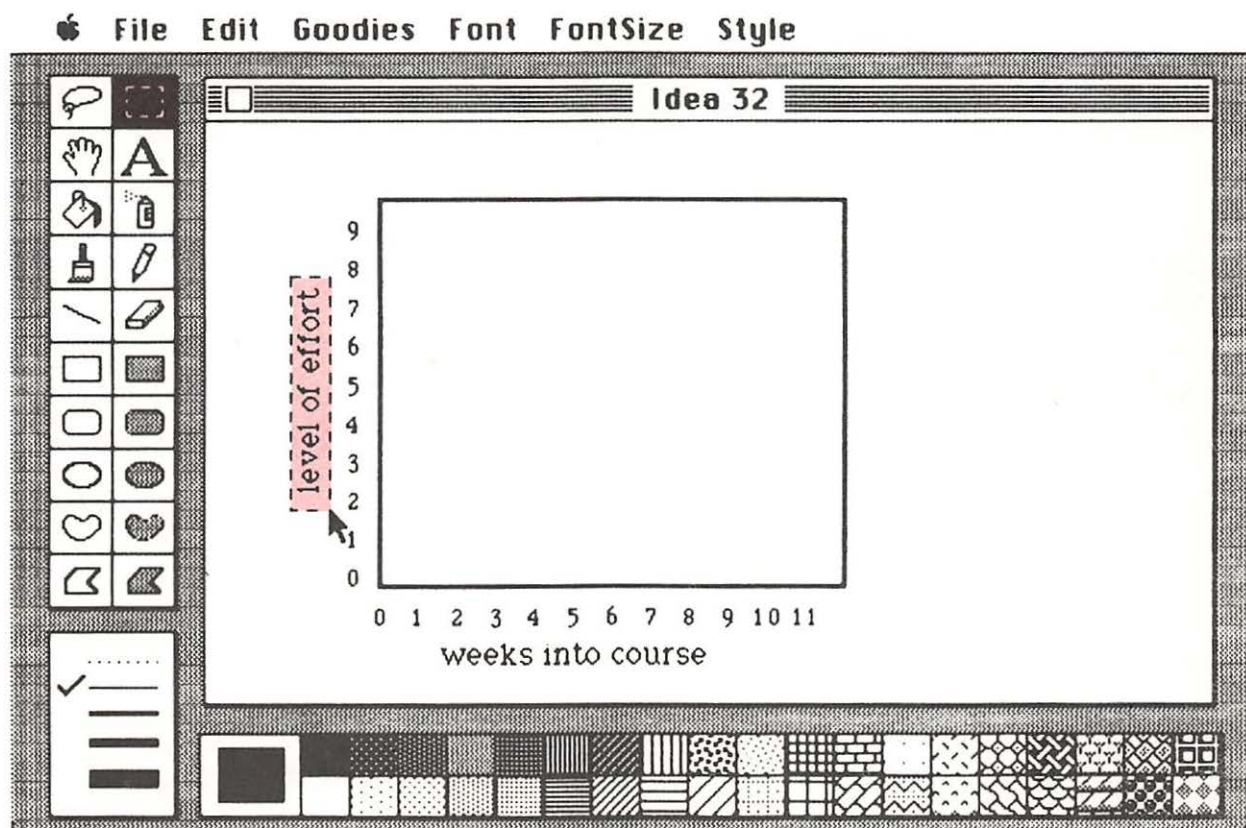
Labeling your graph and the bottom axis is straightforward—simply select the place where text is to appear and, using the **Text** tool, enter the appropriate legends.



Entering text for the vertical axis label is a little trickier: We want the text to appear sideways. Even this is no challenge for MacPaint, however. All you have to do is pick a clear area of the screen (the middle of our graph is just fine at this point) and type the text as you want it to appear. Next, select this text with the **Selection Box**. If you now pull down the **Edit** menu, you will see an option called **Rotate**. If you select this option, your text will be rotated 90 degrees.

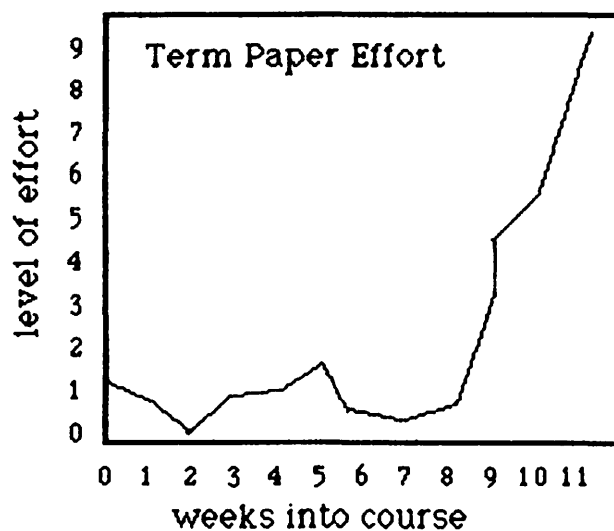


To finish the axis labeling, move the cursor inside the selected box until the cursor turns into an arrow. Press the mouse button and pull the label to its final position. When you let up on the mouse button, the label will stay in place.



For accurate placement, you should "turn off" the **Grid** option in the **Goodies** menu before positioning the text.

At last you are ready to draw your lines in the graph. You can use the **Line** tool with a thin line to do this. If you want your endpoints to appear on grid points, be sure that the **Grid** option has been selected. Once your line is drawn, your graph is finished and ready to be printed with the **Print** option from the **File** menu.



IDEA **33** AS EASY AS

MacPaint

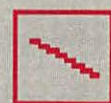


PIE CHARTS

Oval



Line



Text



Line Width



Goodies

Fill



FontSize

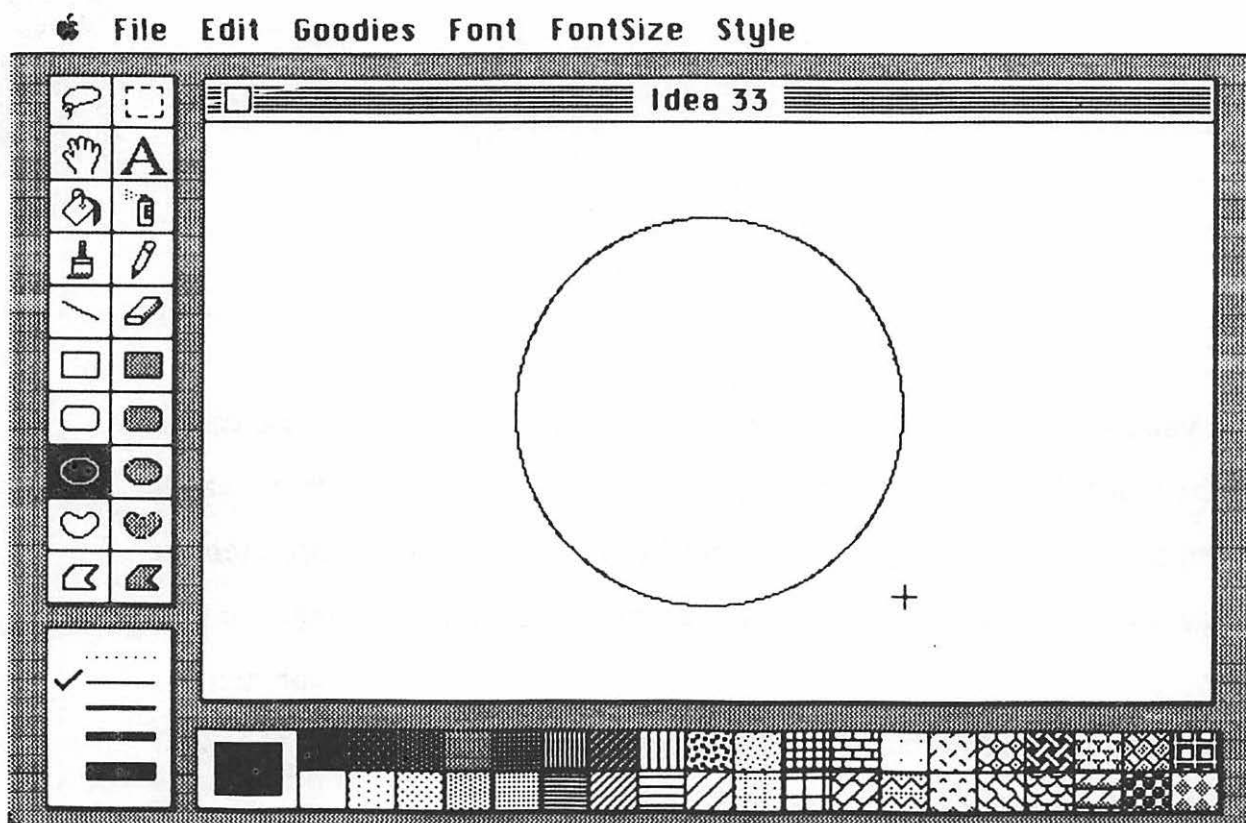
Pattern



As you continue your climb in the business world, you will find pie charts to be valuable tools for presenting information to others. Pie charts can be used only for certain types of information, however. You can use them to show the breakdown of some total amount--for example, the fraction of people with above-average intelligence. (Amazingly, this fraction has remained near 50 percent for all of recorded history.) Our federal budget is often broken down into a pie chart because:

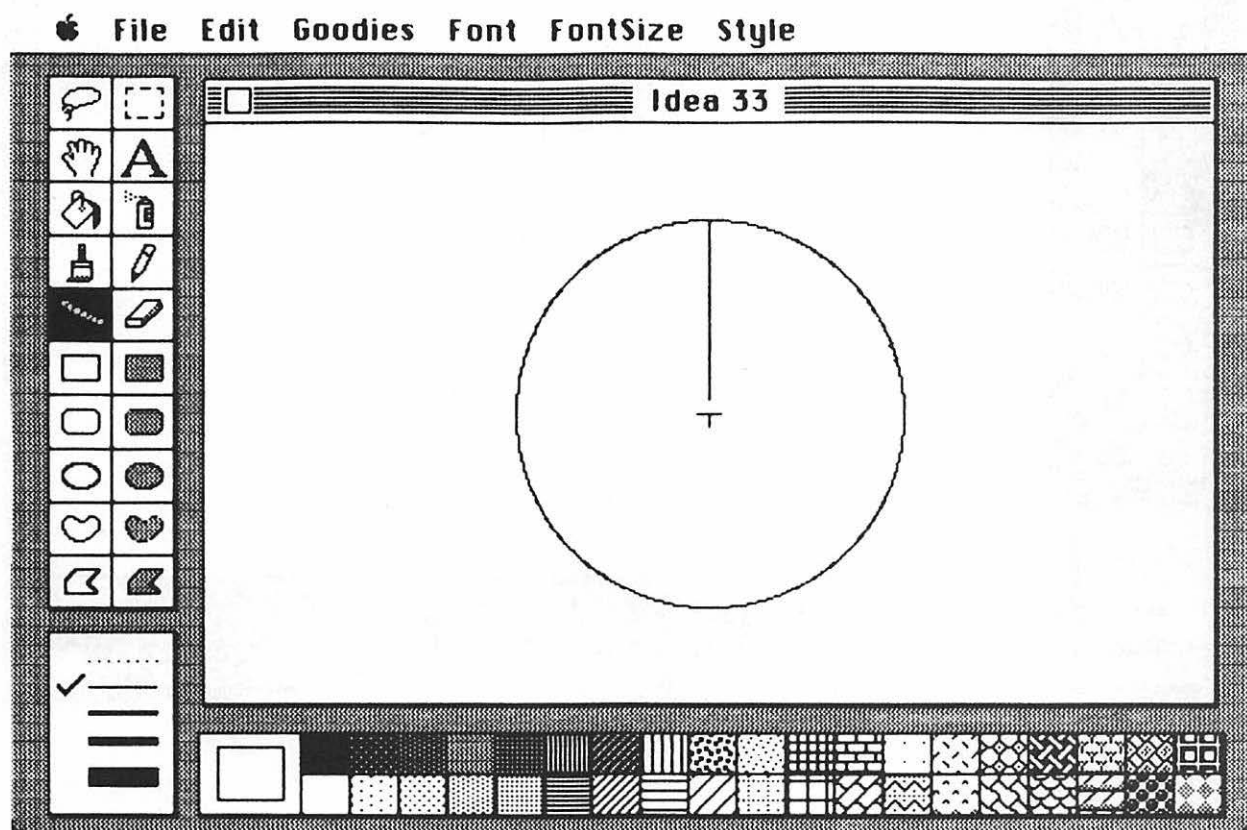
- Pie charts can be understood by morons.
- The budget *breakdown* takes your mind off the budget *size*.

Since pie charts are usually circular, with spokes radiating from the center, you need to know how to create a circle with MacPaint. The easiest way to make a circle is to use the **Grid** option and then pick the **Circle** tool from the main MacPaint menu. Press the mouse button at the upper left corner of the square that would completely enclose the circle and move diagonally down and to the right until your circle is the right size.

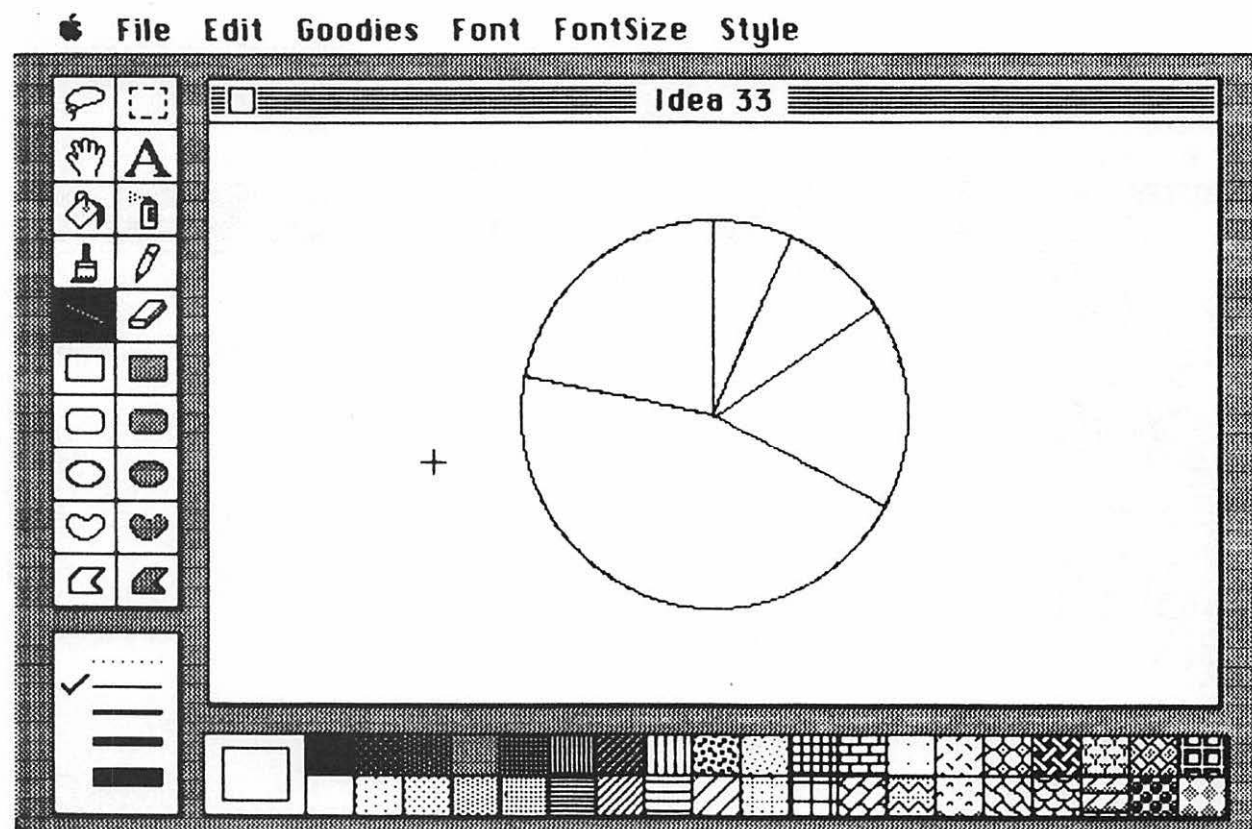


You should count the number of grid units you have moved when creating the circle. As long as this number is *even*, you will have an easy time locating the center, since the center will lie on a grid point.

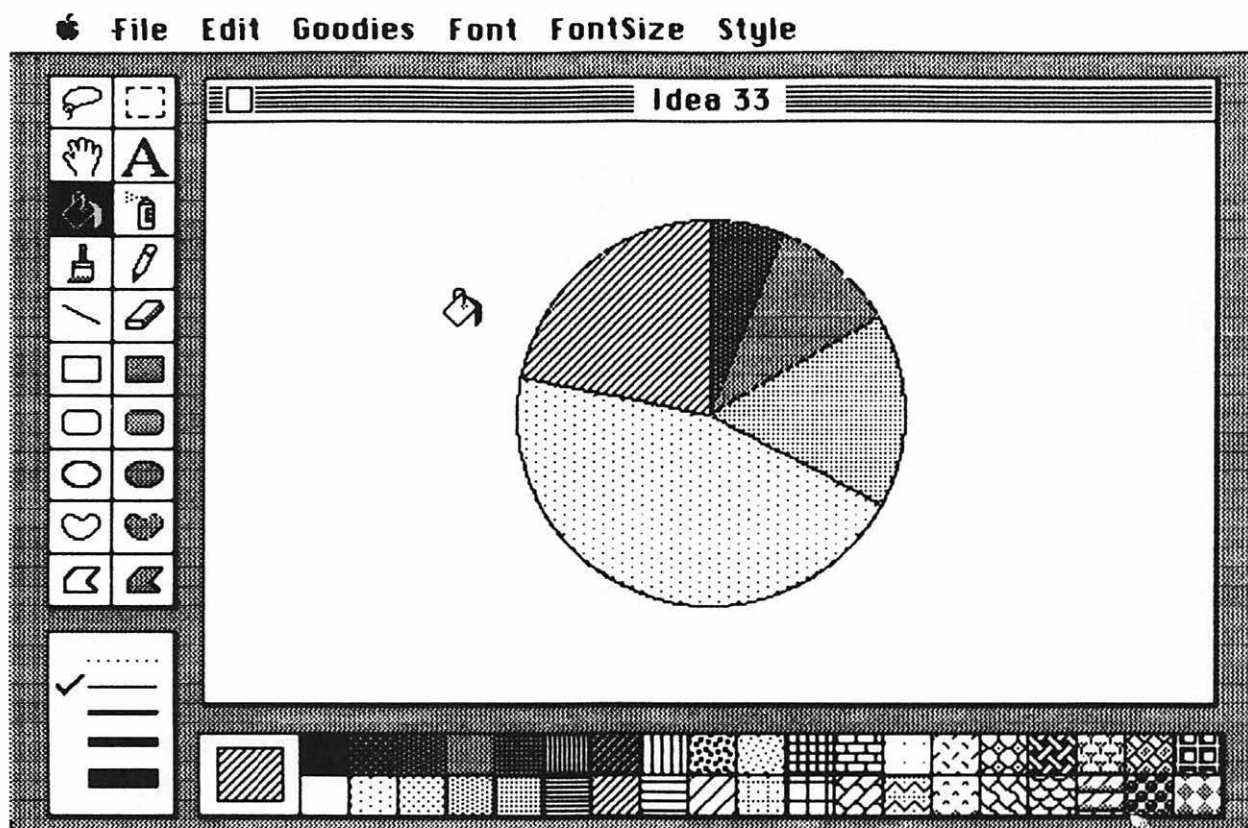
Next, mark the center. One way to do this is to use the **Line** tool to draw a line from the top of the circle to the center.



To draw the rest of your lines, turn off the **Grid** option, unless you are drawing lines to represent 25, 50, or 75 percent. As you draw your lines, just estimate the percentages—if you are off by a little bit, no one will notice.

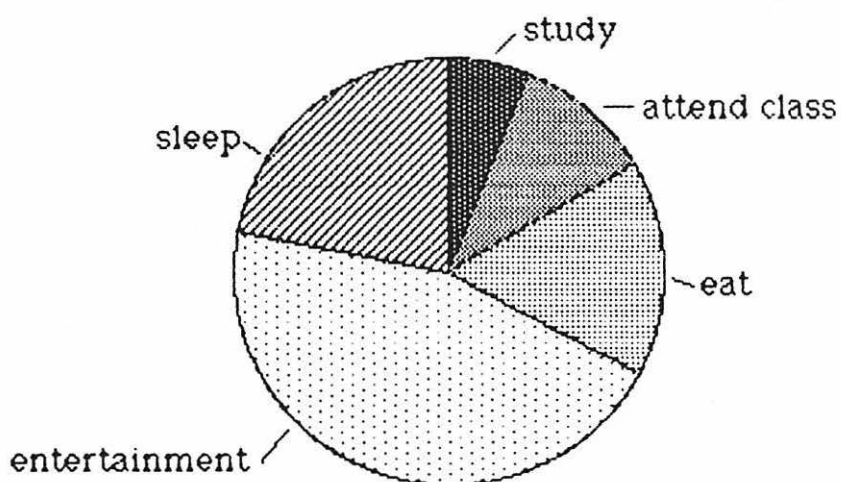


Once the lines are in place, select the **Fill** tool from the main MacPaint menu and fill each of the wedges with an appropriate pattern. Choose your patterns so that they are clearly distinct from each other. This will keep your chart easy to read.



Finally, label your pie chart and draw lines from the labels to any small wedges so that each label gets properly matched to its piece of the pie.

Average Use of Student Time



IDEA **34** MAKING

MacPaint

**BAR CHARTS**

Filled Rectangle



Pattern

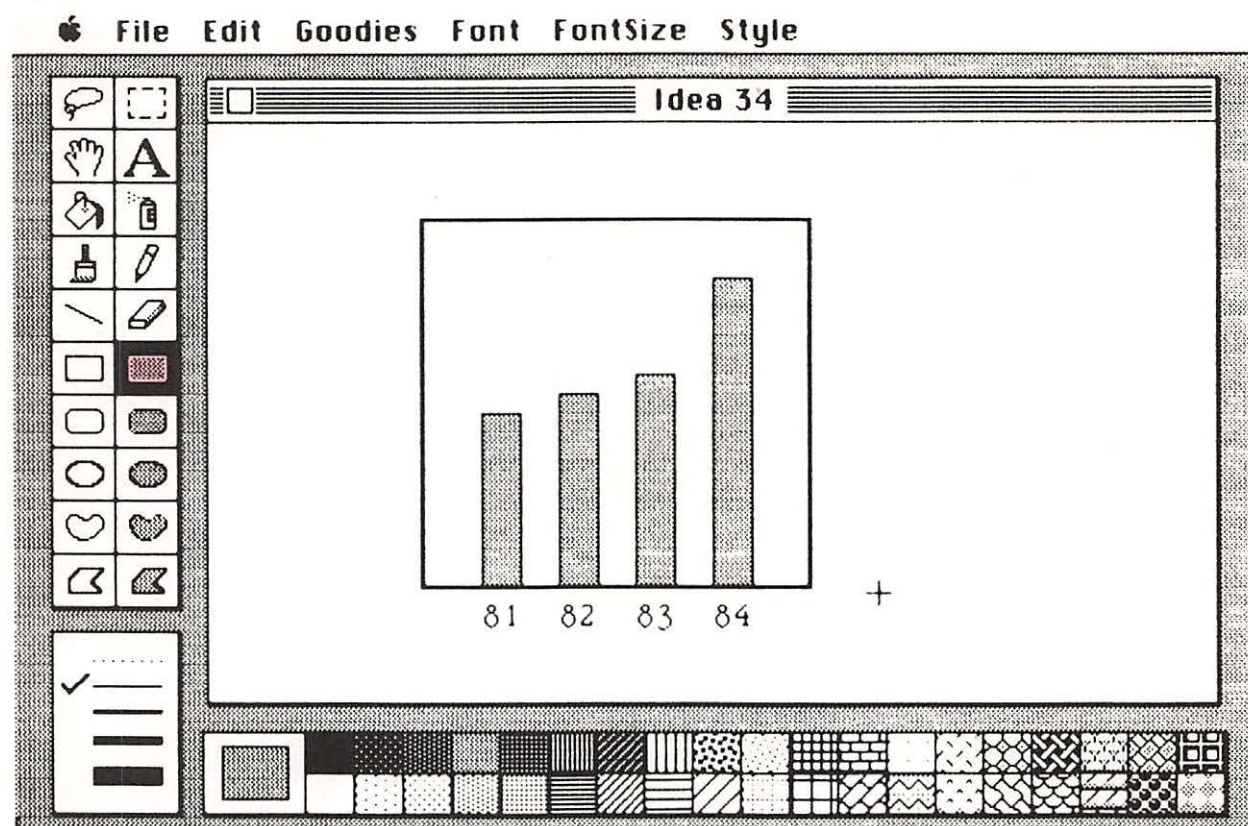


Text

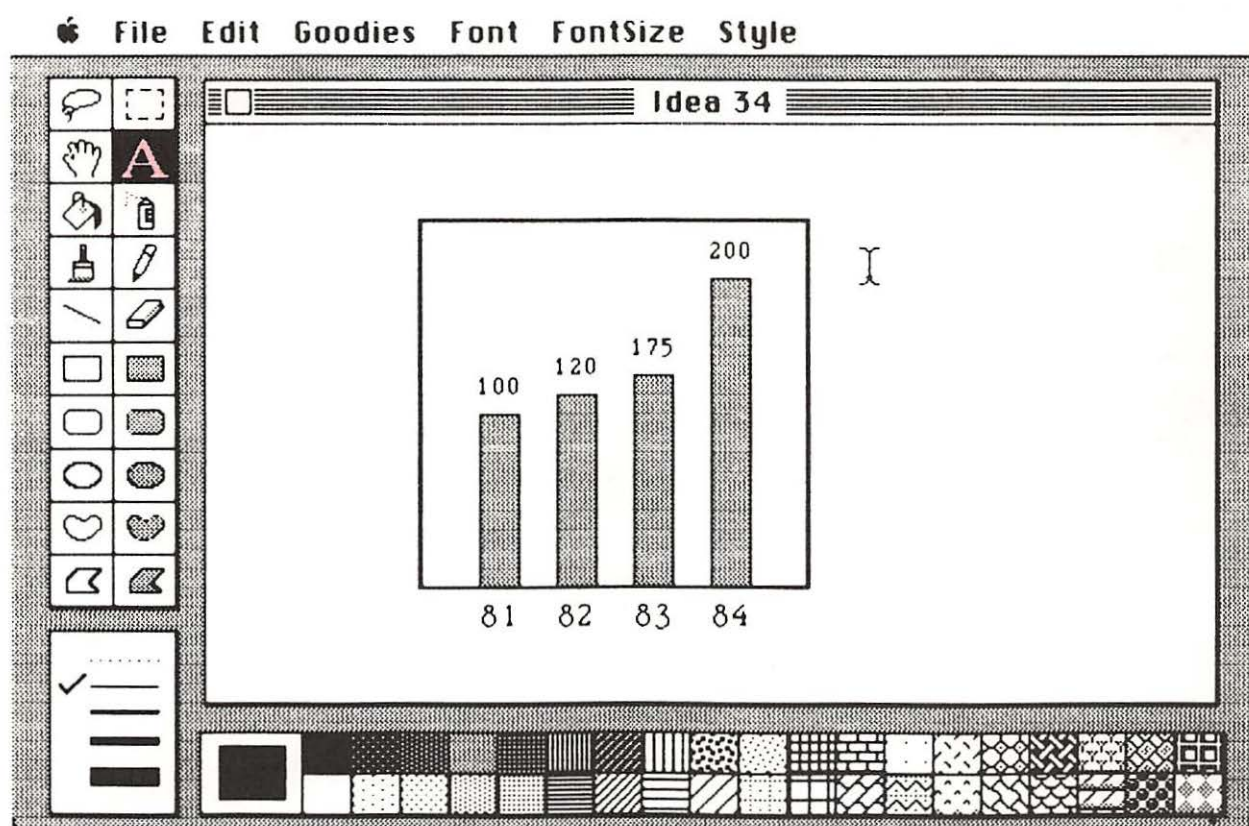
**Goodies**

Bar charts are handy when you are trying to impress somebody with the growth of your business. If your business declined last year, you should use a graph and then refer to the "slight dip in the graph." But if your sales are climbing like a rocket, bar graphs are the best tools to use.

The border and legends of your chart are made the same way they would be for a graph. The easiest way to make your bars is with the **Filled Rectangle** tool from the main MacPaint menu. Pick an appropriate fill pattern—a simple array of dots, perhaps—and use the **Grid** option to make sure all your bars are the same width.



If you want to put numbers on this chart, they should be placed at the top of each bar.





MacPaint

IDEA 35 MAKING

Selection Box

FANCY

Pattern

BAR CHARTS

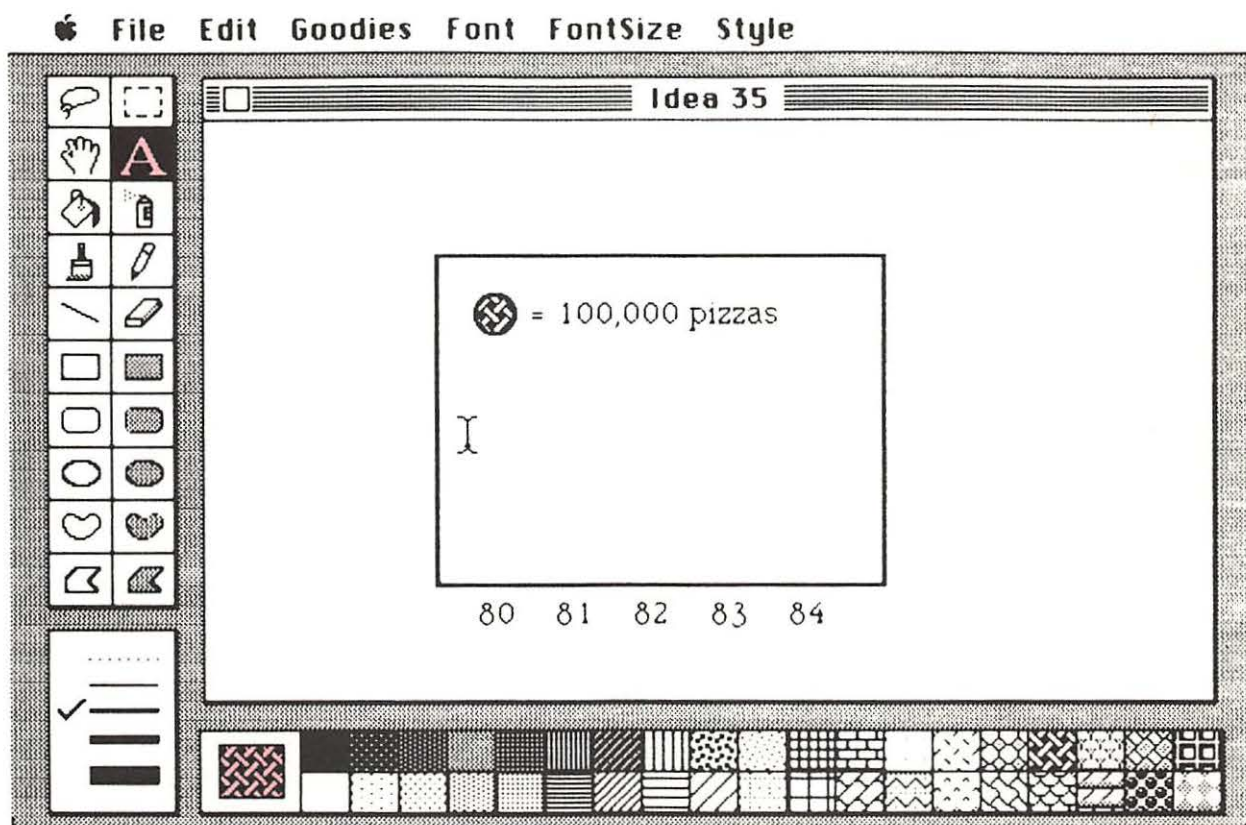
Eraser



Text

Did you say that you were in a pinch because Snerdly Swimp is using bar charts too and they look a lot like yours? Well, here's one way to dress up your charts. Let's say you are in the pizza business and you want to show how many pizzas you shipped for the past five years. Instead of using filled bars for your data, use little pizzas instead.

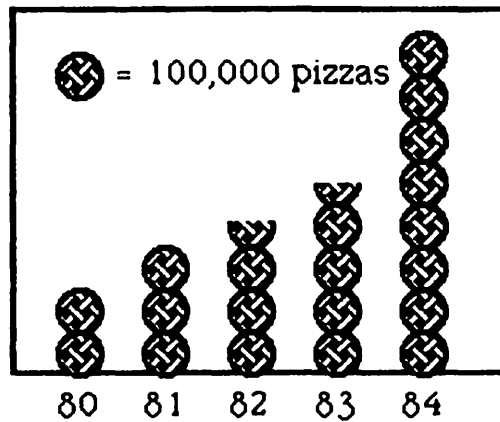
Create a little pizza with a filled circle and put a legend on your chart showing that each circle represents 100,000 pizzas.



Next, select your pizza with the **Selection Box (Lasso)** and start stacking up your columns by holding down the **Option** key when you click the mouse button to drag a copy of the pizza to a new location. If the **Option**

key is held down when the mouse button is pressed, the original pizza will be left behind. Repeat this process for each pizza in the column, and your chart will be finished in no time. You can use the **Eraser** from the main MacPaint menu to erase part of the top of your last circle if you need to represent fewer than 100,000 pizzas.

Gotcha, Snerdly!



IDEA 36 MAKING 3-D

MacPaint



CHARTS*

Filled Rectangle



Rectangle



Text

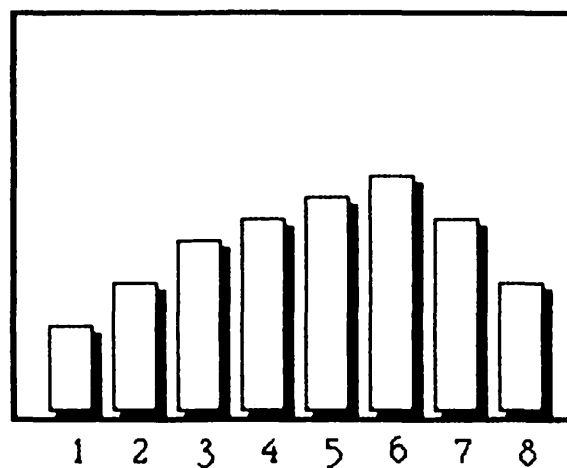


OK, so you are in the natural fertilizer business and you can't think of an appropriate emblem to represent 100,000 pounds of steer manure. In your case, you will need to rely on another technique to make your bar chart stand out: three-dimensional bars.

The easiest way to create this chart is first to make a normal bar chart using solid black bars. Next, pick solid white as the fill pattern, turn off the

*No special glasses required.

Grid option, and, using the **Filled Rectangle**, overlay the black bars with white bars, each of which is staggered up and to the left by just a bit. This will create a shadowed effect that will make your chart stand out above the rest.



IDEA 37 GETTING

MacPaint



ORGANIZED, CHARTWISE

Text



Rectangle



Style

Line



Goodies

Line Width



Edit

Font

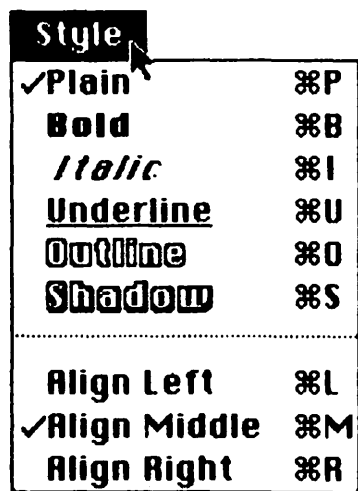
File

FontSize

So far in this chapter we have been focusing on business applications for MacPaint. One of the most important charts that can be created for some businesses is the chart of the organization itself. In my years in business, I have found that companies that care a lot about organization charts tend to reorganize with great frequency. In fact, one of the constraints in corporate reorganization is the amount of time it takes to create a new organization chart.

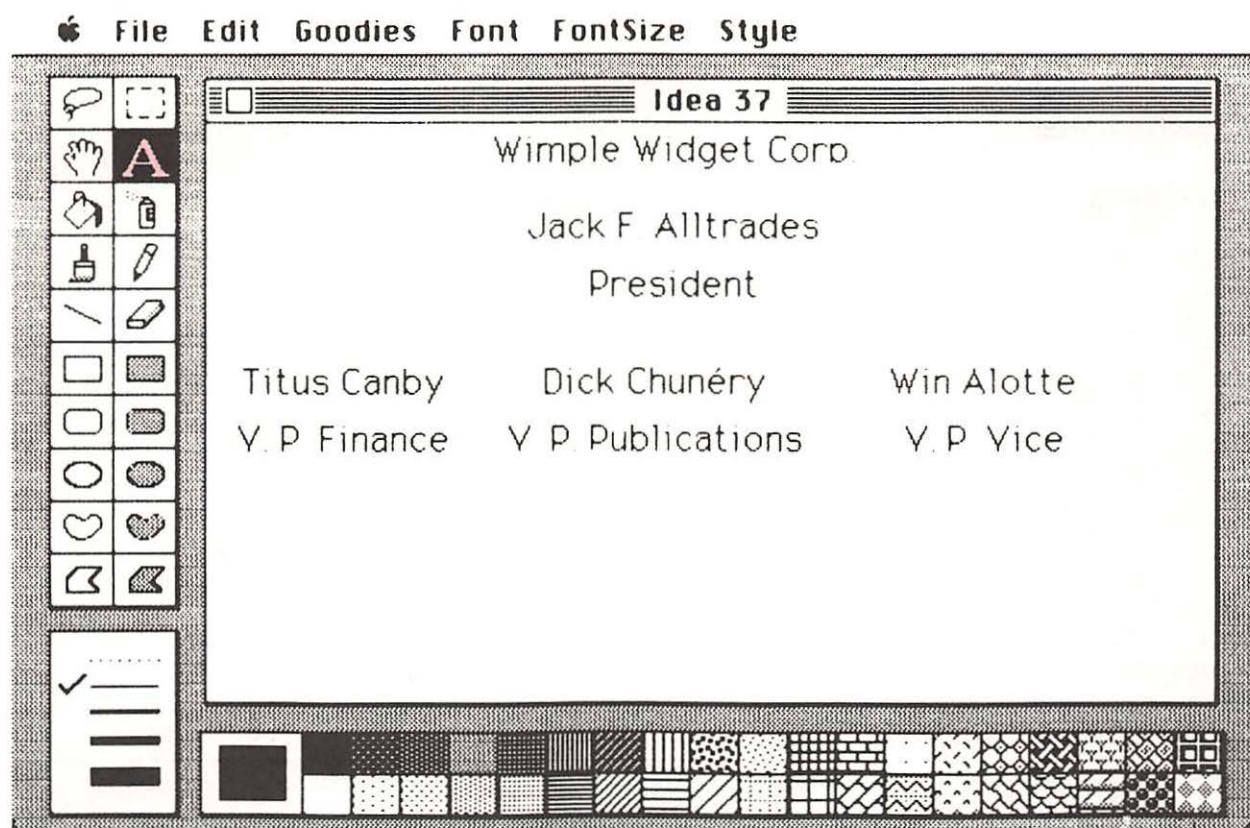
If you are a chart climber yourself, you will be pleased to know that MacPaint lets you create pretty organization charts in a jiffy. If you are insecure about your job, you may not be so pleased to know this.

The organization chart should show the company or division name centered at the top of the page. Next, the names and titles of key people (those who have the key to the executive rest room) should be entered in a plain 14-point type such as **Geneva**. Use of the grid can help with alignment. To enter the names and positions, use the **Align Middle** option from the **Style** menu.

A screenshot of the 'Style' menu in MacPaint. The menu is open, showing a list of text styles and alignment options. A mouse cursor is pointing at the 'Plain' option. The menu is divided into two sections by a horizontal line. The first section contains text styles: Plain (checked), Bold, Italic, Underline, Outline, and Shadow. The second section contains alignment options: Align Left, Align Middle (checked), and Align Right. Each option is followed by a keyboard shortcut symbol (⌘).

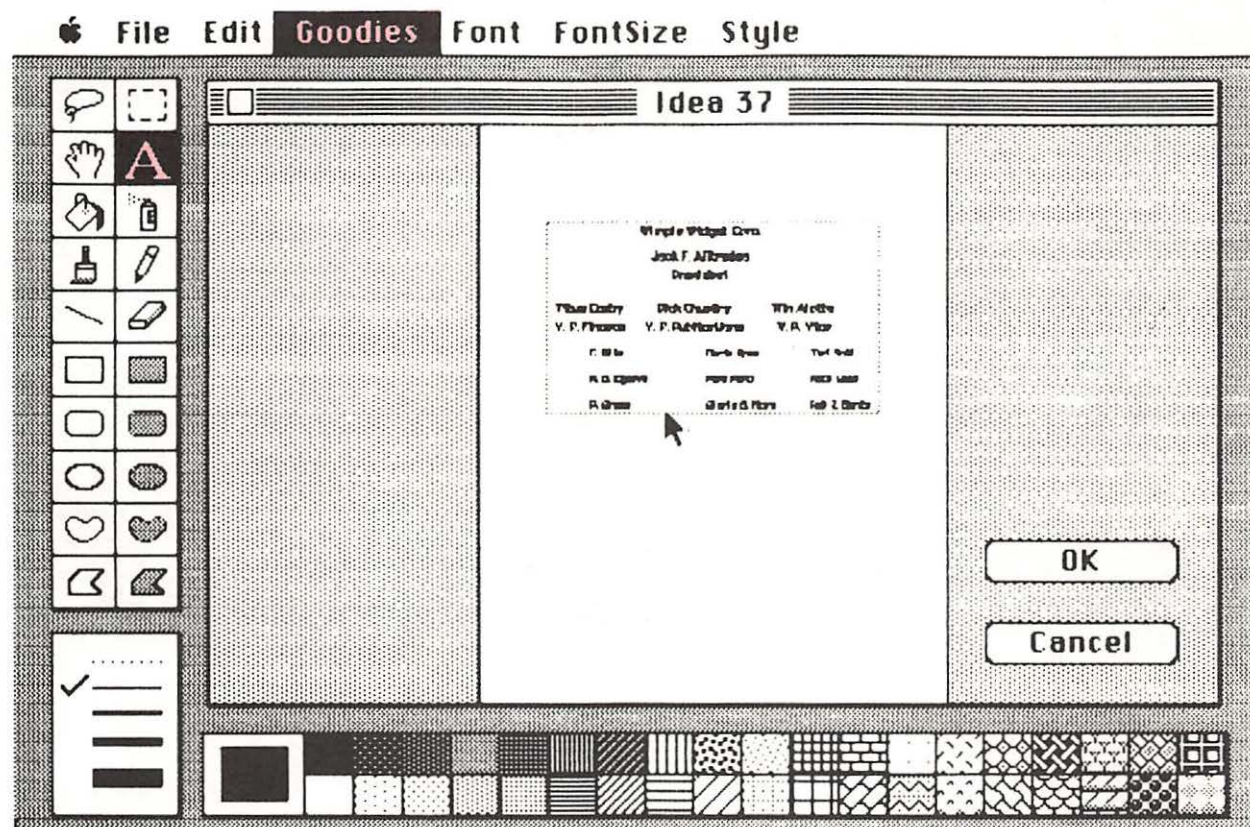
Style	
✓Plain	⌘P
Bold	⌘B
<i>Italic</i>	⌘I
<u>Underline</u>	⌘U
Outline	⌘O
Shadow	⌘S
<hr/>	
Align Left	⌘L
✓Align Middle	⌘M
Align Right	⌘R

After typing each name, press **Return** and type the title. You should place each name in its approximate final location to get a feel for the appearance of your chart.

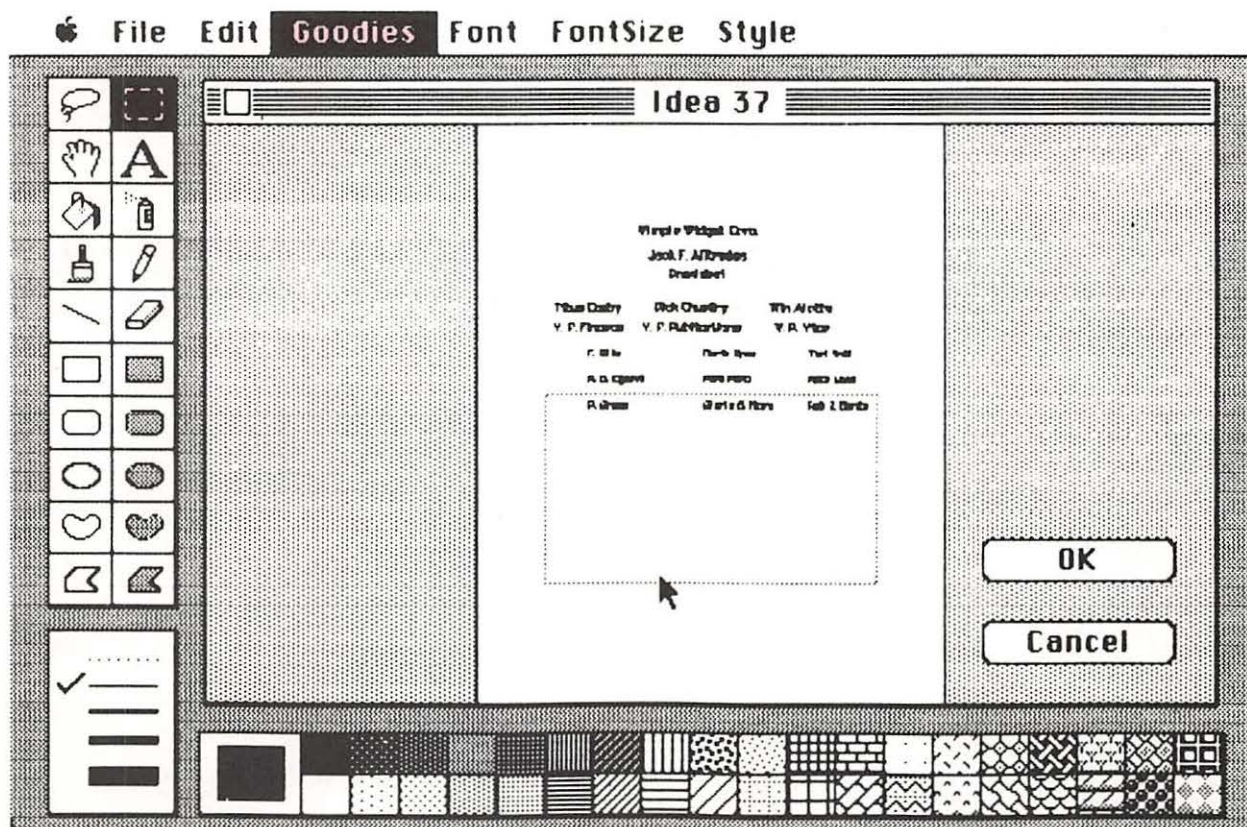


Once the head honchos have been entered, you can start entering the staff names underneath theirs in 12-point type. (Yes, Virginia, rank has its privileges.)

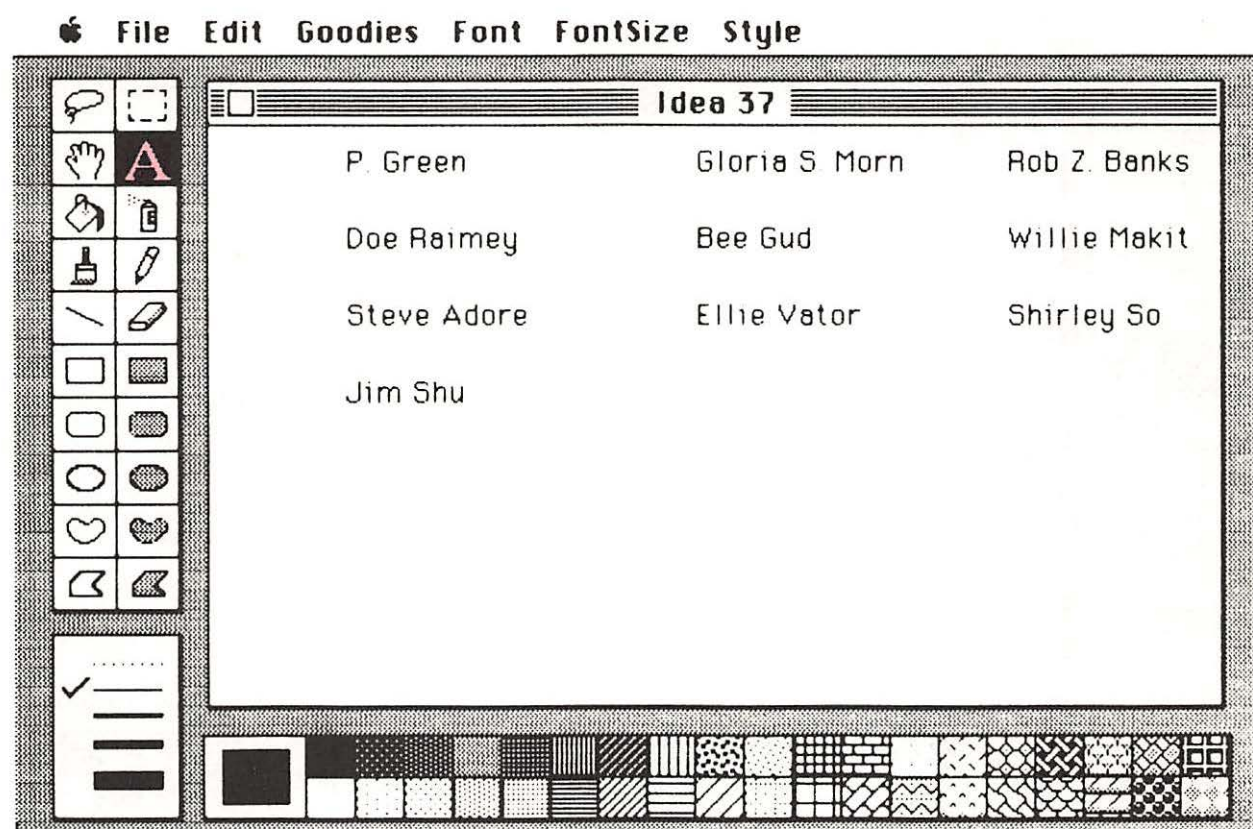
If you are running out of room near the bottom of the screen, you can shift your window to a lower place on the page by selecting the **Show Page** option from the **Goodies** menu. The **Show Page** lets you see the placement of your work on the actual page. Since it's very small, you won't be able to make it out. Don't worry; everything is there. You will see it all when you make a print-out.



To shift the window, move the cursor inside the window boundary (shown as a dotted line), press the mouse button, and pull the window down to the desired location.

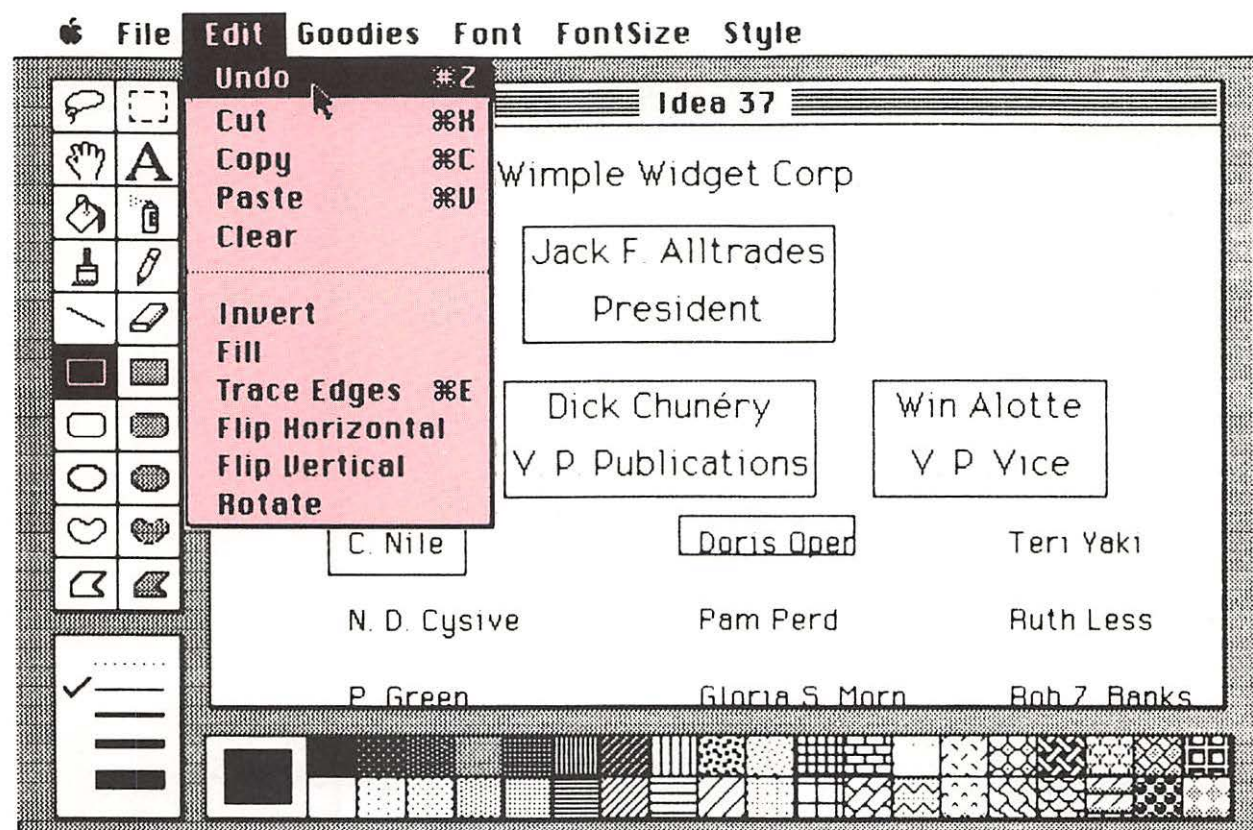


If you want to move the window vertically, hold down the **Shift** key before pressing the mouse button. When the window is where you want it, release the mouse button and select **OK** to return to the main screen. At this point you can keep adding new names to the columns.

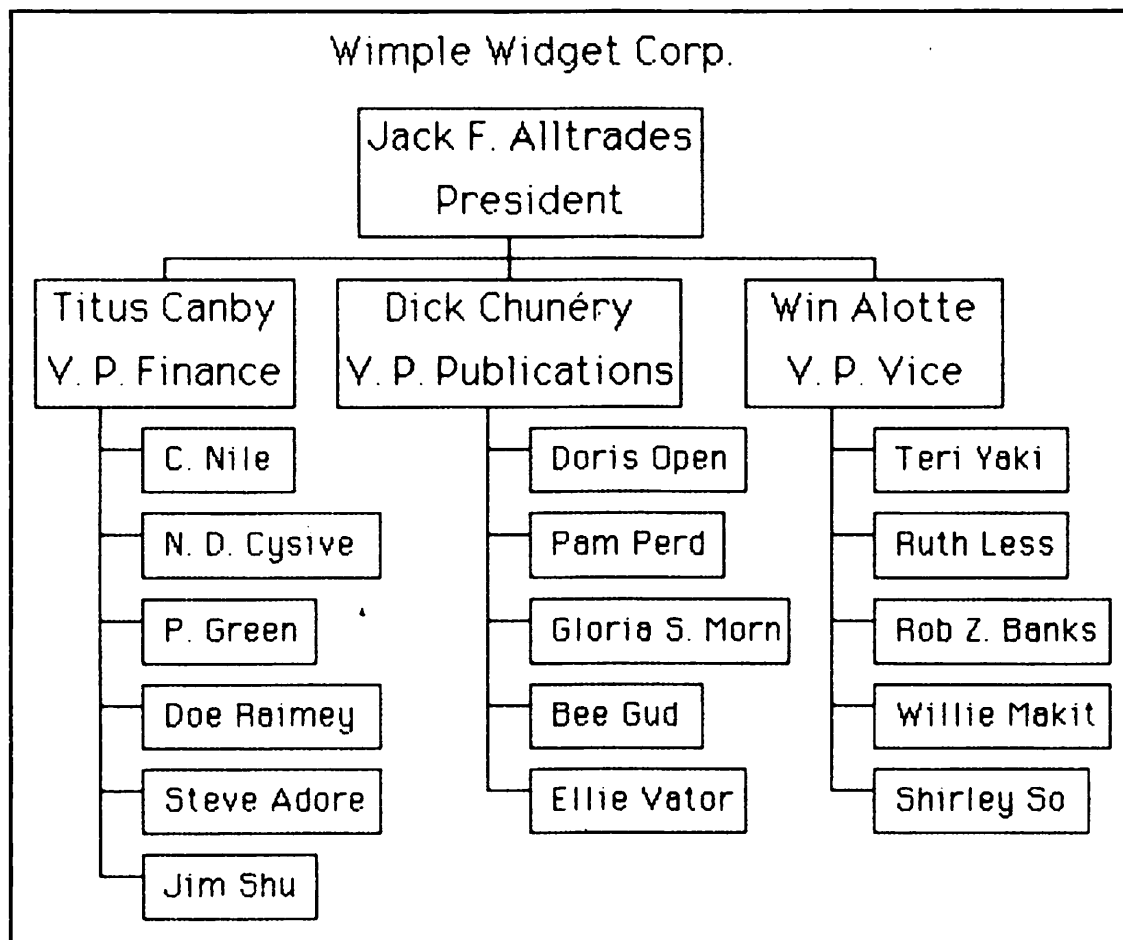


Once all the names are in place, you are ready to enclose them in boxes.

When using the **Rectangle** option in the MacPaint menu, you may accidentally make a box the wrong size. If you do, simply erase it with the **Undo** item from the **Edit** menu.



After drawing all the boxes, connect them with straight lines to finish the chart.



Once this master chart has been saved on the disk, you will be ready to create a new one whenever it is needed.



MacPaint

IDEA 38 GETTING

Text

THE FLOW

Polygon

OF THINGS

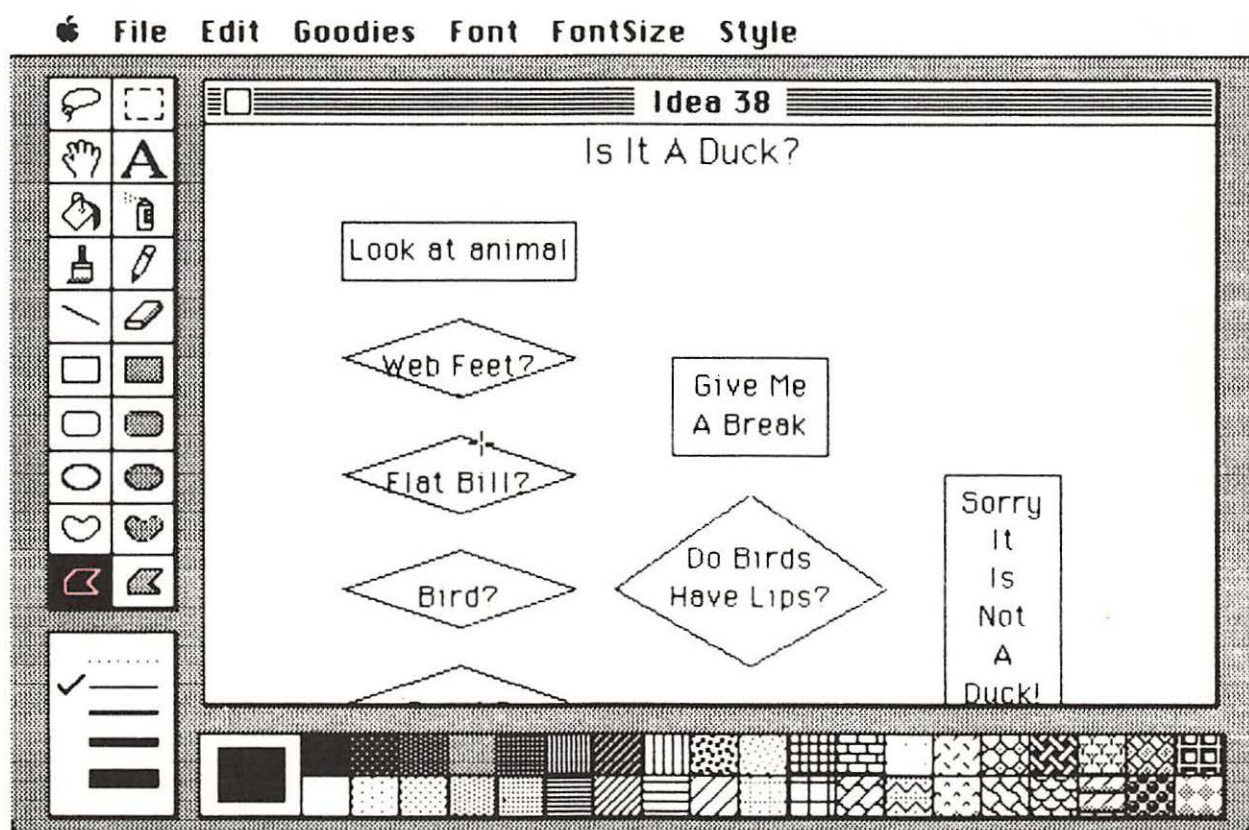
Line



Line Width

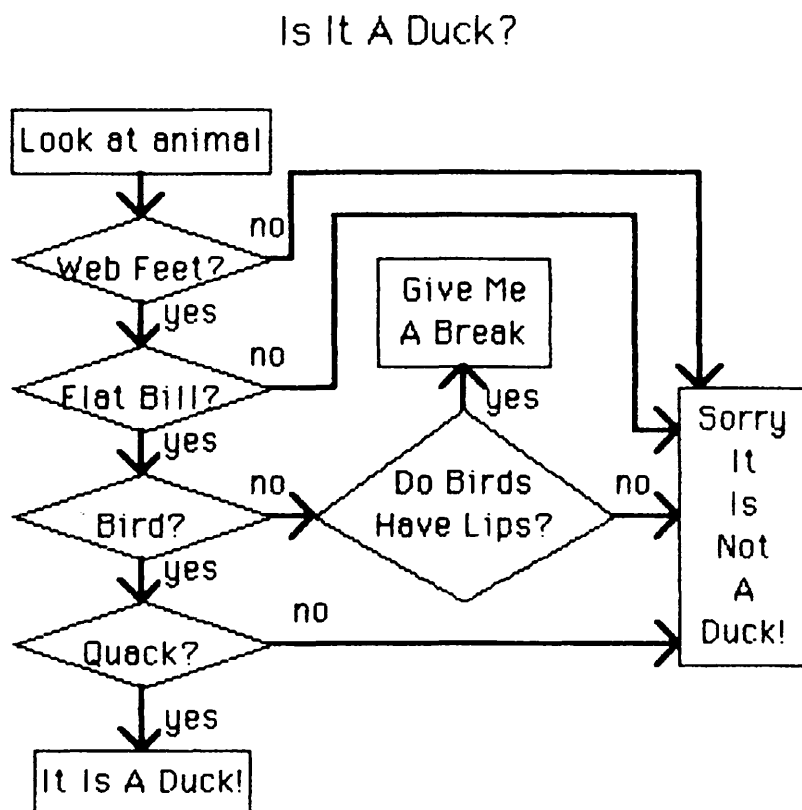
The same techniques used for organization charts can be used to create flow charts. The major graphic difference is that flow charts often have decision points in them. Many traditions abound; one is that decision items are placed inside diamonds instead of rectangles.

Working from your sketch, enter all the text items first, then enclose the items in their respective boxes. To draw a diamond, you can use the **Polygon** item in the main MacPaint menu.



Next, interconnect the boxes using straight lines. By selecting a thicker line, you can make the chart easier to read. Also, arrowheads at the end of each line will reinforce the direction of flow in the chart.

Finally, add the appropriate **yes** or **no** labels to the branches on the decision points, and your chart is finished.



IDEA 39 MAKING

MacPaint



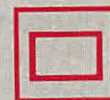
BUSINESS

Text

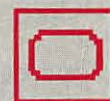


CARDS

Rectangle



Roundtangle



Style

Font

Print

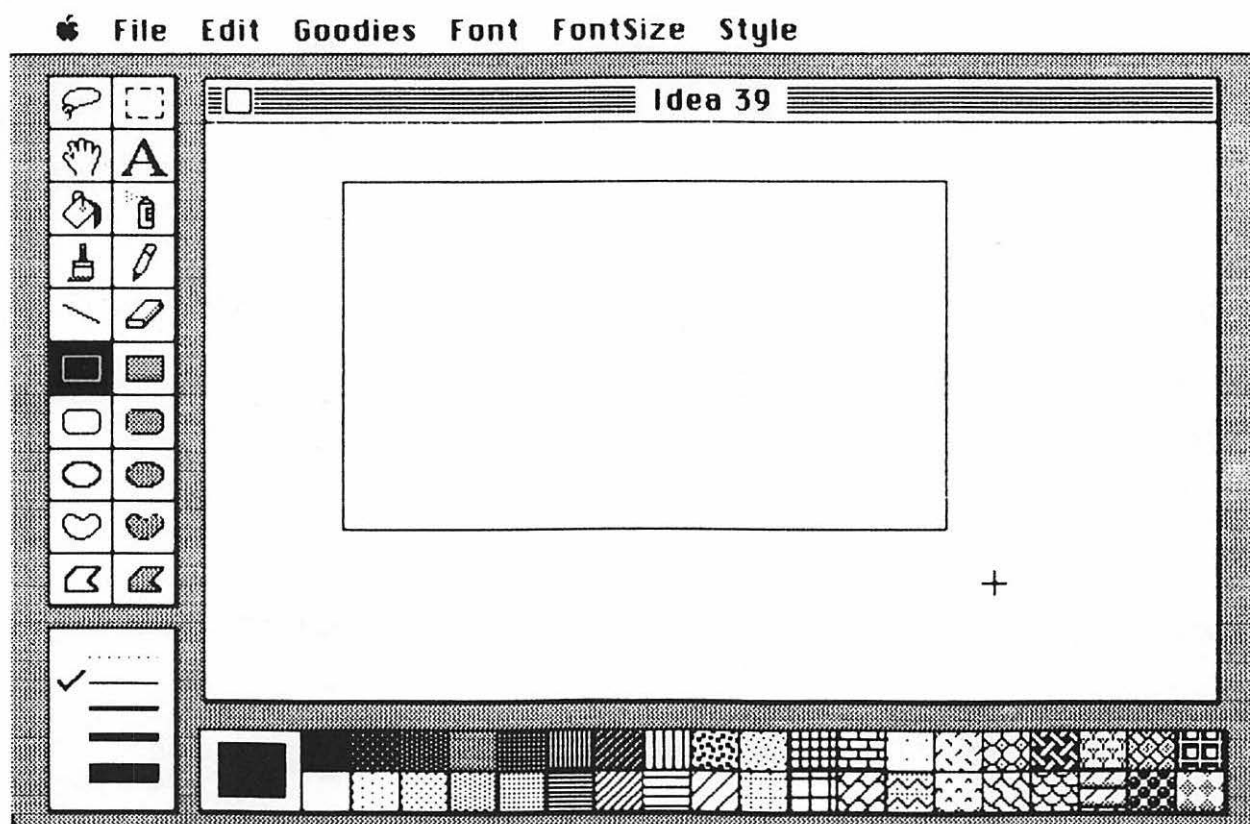
FontSize

What's that? You've gone into business for yourself and you don't have business cards? That's as tacky as installing a parking meter in your bathroom. Fortunately for you, all is not lost—you have your ever-ready MacPaint business card design system at your disposal!

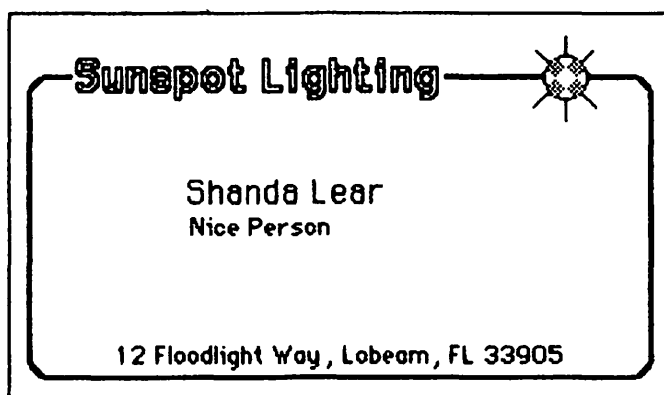
Since your entire perceived worth as a human being in the business community may depend on your business card, you should design it with care. First, you should know what kind of information to put on your card. It should include your company name (make one up if you need to), your name, your title (make that up too), your address, and your phone number.

In designing business cards, some people think that you should be able to lay a quarter on the card without having it touch any text. The point is to keep your card uncluttered. Since a business card is only 2 by 3 1/2 inches in size, this is a challenge.

You can have your card read vertically or horizontally. Because it is more common, I will illustrate a horizontal card design. When printed on your Imagewriter printer, each grid space is 0.112 inch. You should thus design your card to fit inside a box 18 grid units high by 31 grid units wide.



Once you have drawn this box, you are ready to start experimenting with a card layout. Try different typefaces and alignments until you get what you want. For a special treat, you may want to put a border on your card. The **Roundtangle** (that's the rectangle with round corners) from the main MacPaint menu can look nice.



You can also use other graphic images on your card if you wish—after all, your business card should reflect *your* personality and style.

When you take your business card to the print shop, they will show you several colors of card stock from which you can choose. A colored business card can be quite an impressive departure from the traditional white.



MacPaint

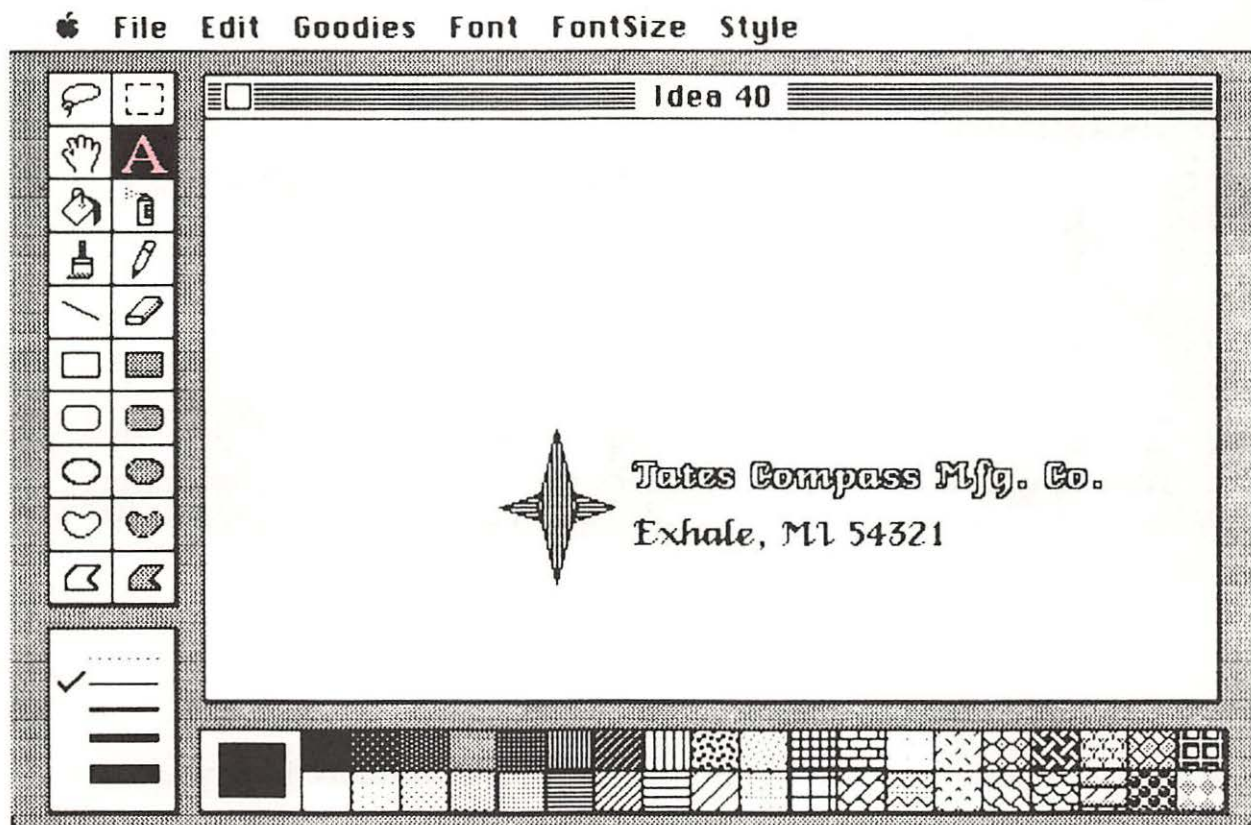
IDEA 40 FANCY

Selection Box

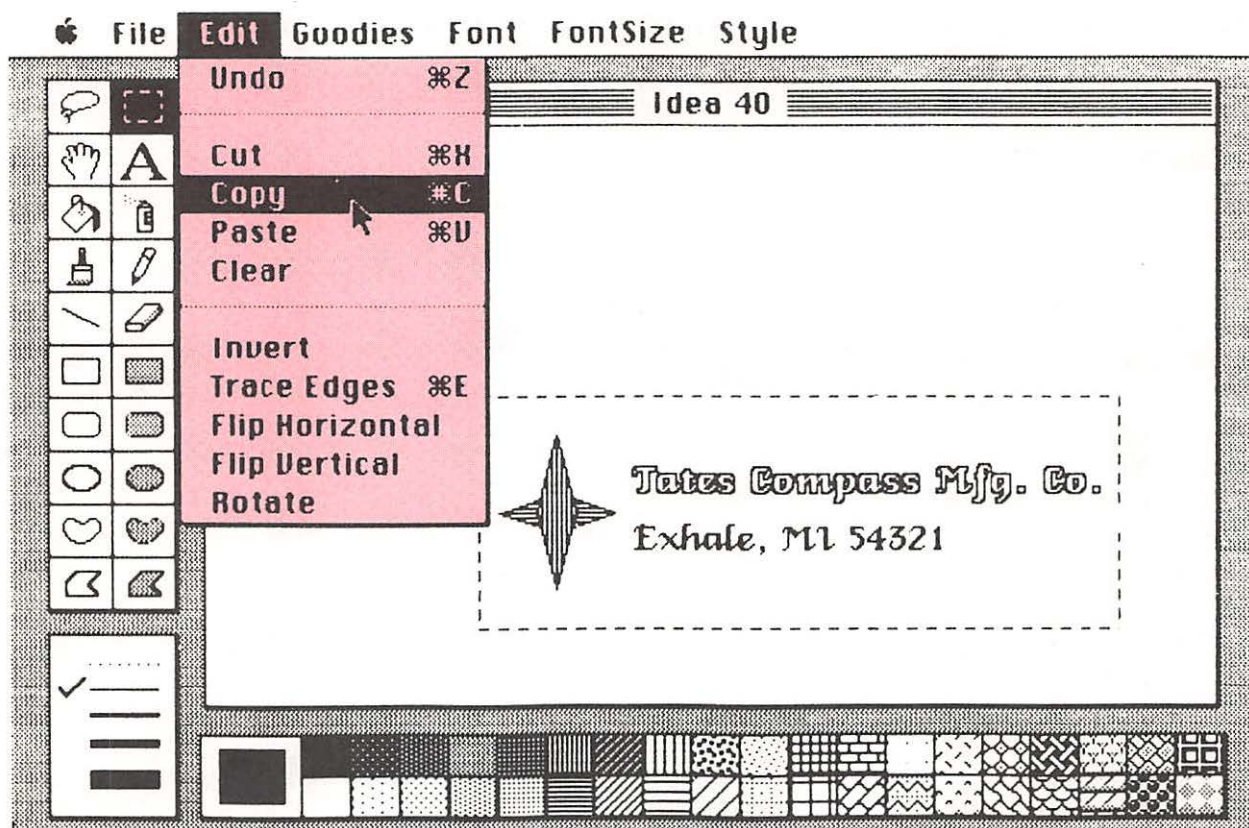
LETTERHEADS**Font****FontSize****Style****Edit**

Though a pure-text letterhead of the sort described in Idea 5 may serve all your needs, you should be aware that graphic images can dress your letterhead up quite a bit.

Your first step should be to create your letterhead with MacPaint. Don't worry about horizontal positioning—you can adjust this once your letterhead is transferred to MacWrite.



Once you have your letterhead drawn, select it with the **Selection Box** and choose the **Copy** option from the **Edit** menu.



Next, start MacWrite and paste the letterhead into the document. Adjust the horizontal position to your satisfaction and save this document as your new letterhead. Enter text with MacWrite below the letterhead as you would normally. The only difference you may notice is that you can't use MacWrite to change the text in the letterhead itself.



Tates Compass Mfg. Co.
Exhale, MI 54321

April 25, 1984

Candis Dented
Bentworks Metal Stamping
Bentworks, OH 45678

Dear Ms. Dented:

I am extremely distressed by the fact that your last shipment of compass needles was painted incorrectly. As a result of your sloppy workmanship, all the north ends of the needles point south. This has not only caused consternation among our customers, it has even caused some of them to proclaim that "he who has a Tates is lost!"

You will be hearing from my attorney within the week.

Pointedly yours,

Millard Tates
President

41



MacPaint

IDEA **41** MONTHLY

Line Width

CALENDARS

Text

Goodies**File****Style****FontSize**

Are you one of those people who has activities booked months in advance but who doesn't know what is happening today? I am, and I would be lost without a personal calendar. MacPaint lets you create calendars that can be used for anything from your private schedule of sauna visits to a sign-up sheet for the corporate conference room.

You should start by making a master calendar form with five rows of seven boxes. (After all, some months have 31 days and some have 30, but *all* months have 28.) When you create this master (using the grid helps), you will need to shift the screen window for the last two rows. The master I created was made with boxes 7 grid units wide by 7 units high.

Save this master on your disk.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat

Next, fill in the calendar with its title and month. Using 12-point type, enter each date in its proper box. If you use the **Align Right** option in the **Style** menu, the numbers will be properly aligned. The resulting calendar is ready to print and to put to immediate use.

Conference Room Schedule

March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

IDEA 42 ROAD MAPS

MacPaint



Line Width



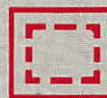
Text



Line



Selection Box

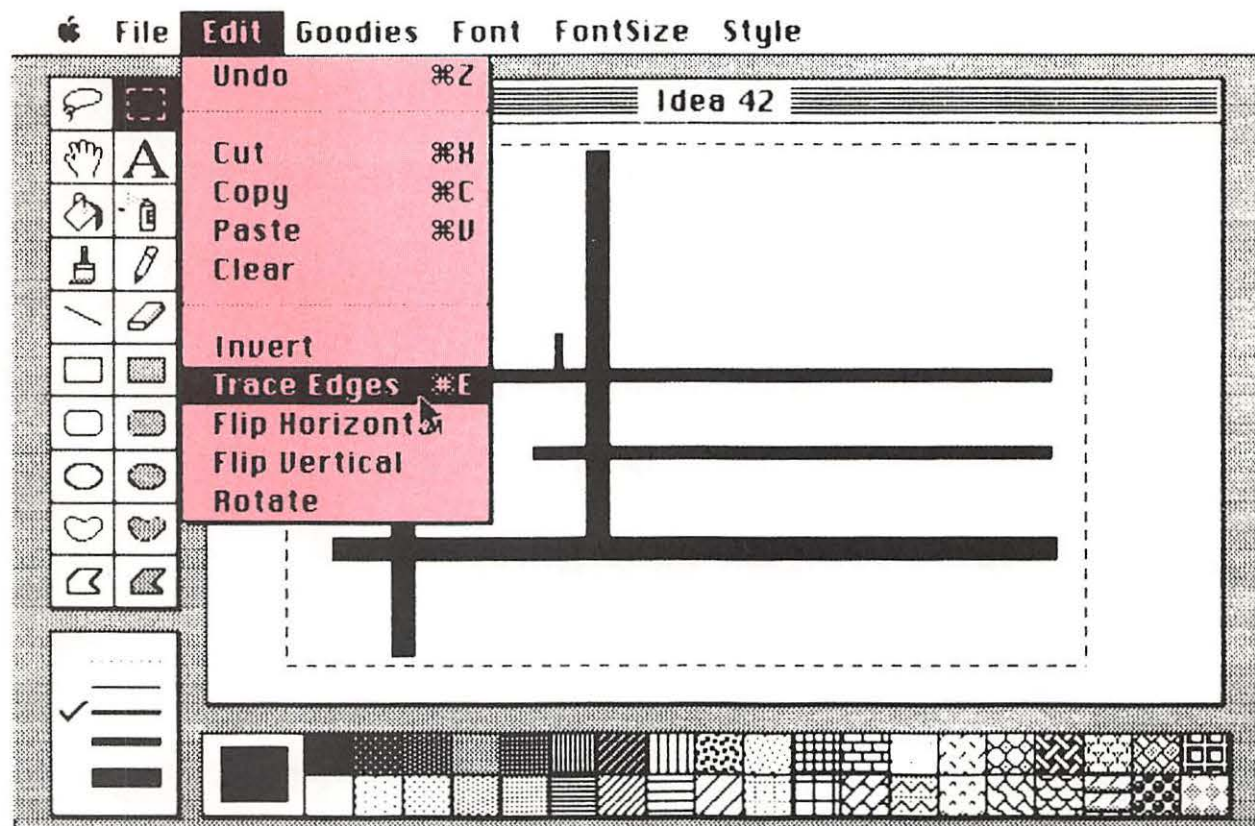


FontSize

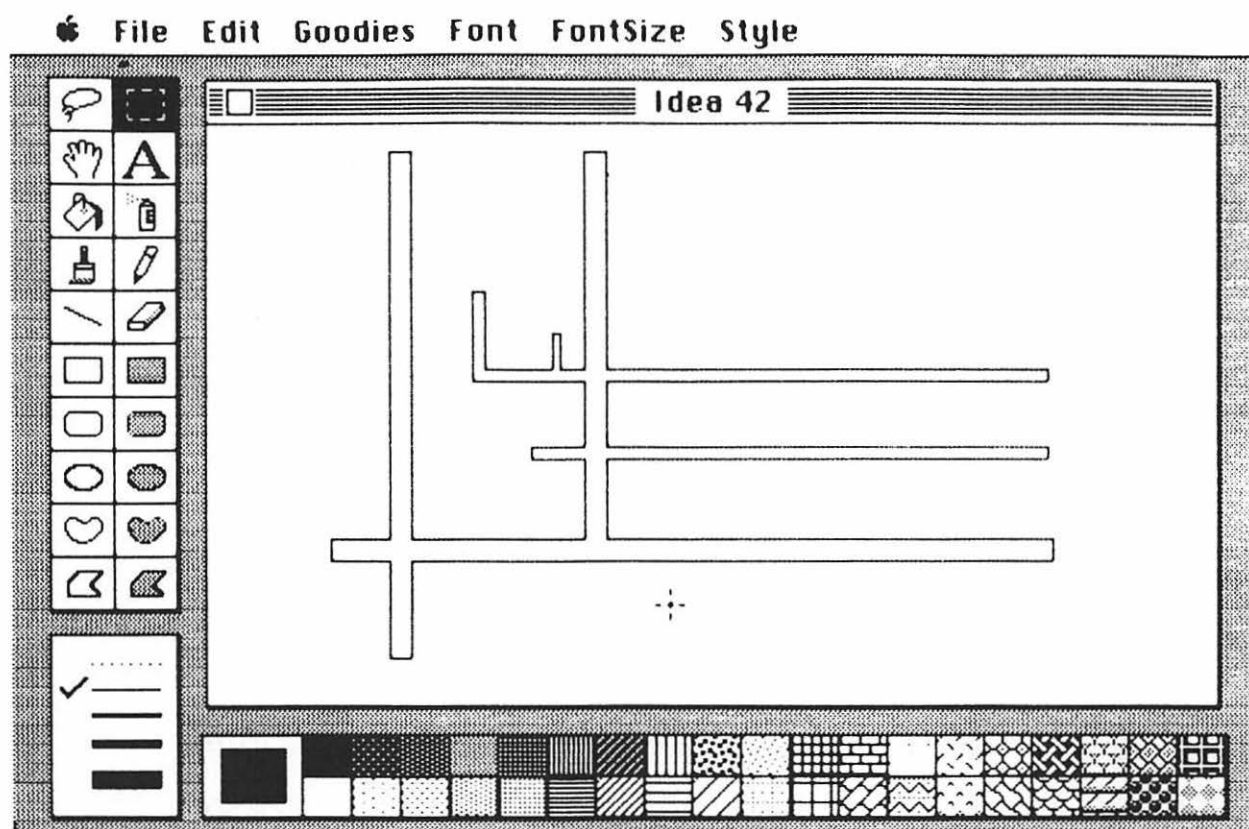
Edit

Trying to tell someone how to get to our house over the telephone is like trying to eat a steak with a straw, so a map is a necessity. Ordinary road maps are not detailed enough to show people how to get to most residential areas, so a custom map can be just perfect for enclosure with your party invitations.

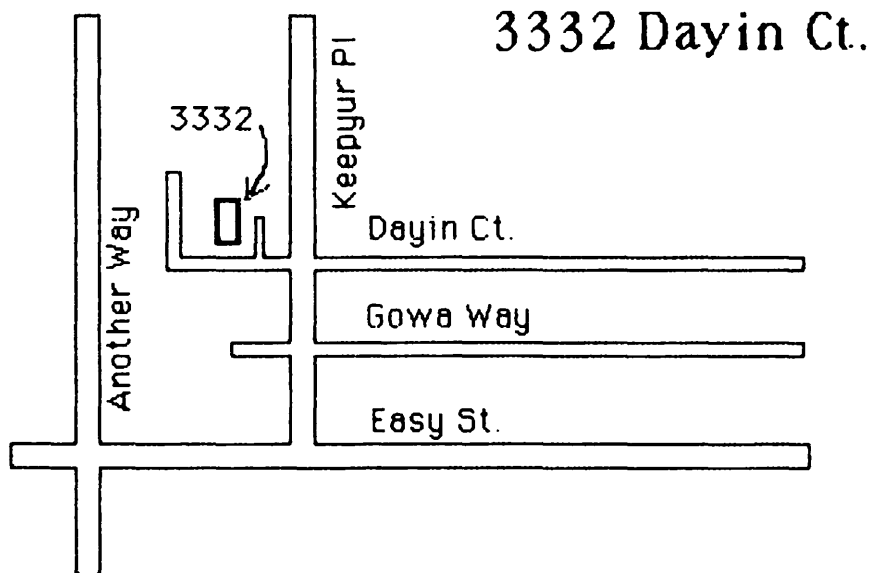
The key to a useful map is to show where your place is relative to some major crossroad that can be found by anyone. First, draw the roads with straight lines using the wide line width.



Once the roads are drawn, you can make your map look very classy by performing the following trick: Select all the roads with the **Selection Box** and then choose the **Trace Edges** option from the **Edit** menu. This will cause all your roads to look more like streets than lines.



Finish your map with your place clearly marked, and label all the roads.
The easiest way to do this is to type the road names in some blank area
and then select each name with the **Selection Box** and move it to its final
destination. Rotate the names as appropriate.



Once you have made your own map, you might check with any of your
neighbors who don't have Macintoshes yet to see if they would like maps
also. Who knows? You might pick up enough extra money to buy that
second disk drive!



SCREENS

If you were writing a book about the Macintosh, you would probably want to have some way of saving your entire screen image on the disk. Saving a screen is different from saving a document, and it can be done directly from the keyboard. To save the entire contents of a screen, press the **Caps Lock** key, hold down the **Command** and **Shift** keys simultaneously, and press the **3** key. (If you play Chopin études, you should be able to do this entirely with your left hand.) The whirring noise you hear is the sound of your screen image being saved on the disk. If you want to save only the contents of the currently active window, repeat the process without the **Caps Lock** key depressed.

While the screen images can be from any source—MacWrite, for example—they can be edited with MacPaint. You can save 10 screen images on your disk, and they will each be named automatically by your Macintosh as **Screen 0**, **Screen 1**, and so on.

**SCREENS**

Unless you want to use MacPaint to edit information on a screen, you can save a lot of disk space by simply printing the contents of your screen or active windows. Most of the figures in this book were printed in this way.

To print the entire screen (as on page 203, for example), depress the **Caps Lock** key, hold down the **Shift** and **Command** keys, and press the number **4**. If all you want is a picture of the active window, including the title bar (as on page 32), repeat this process with the **Caps Lock** key in the up position.

IDEA **45** THE GRAPHICS

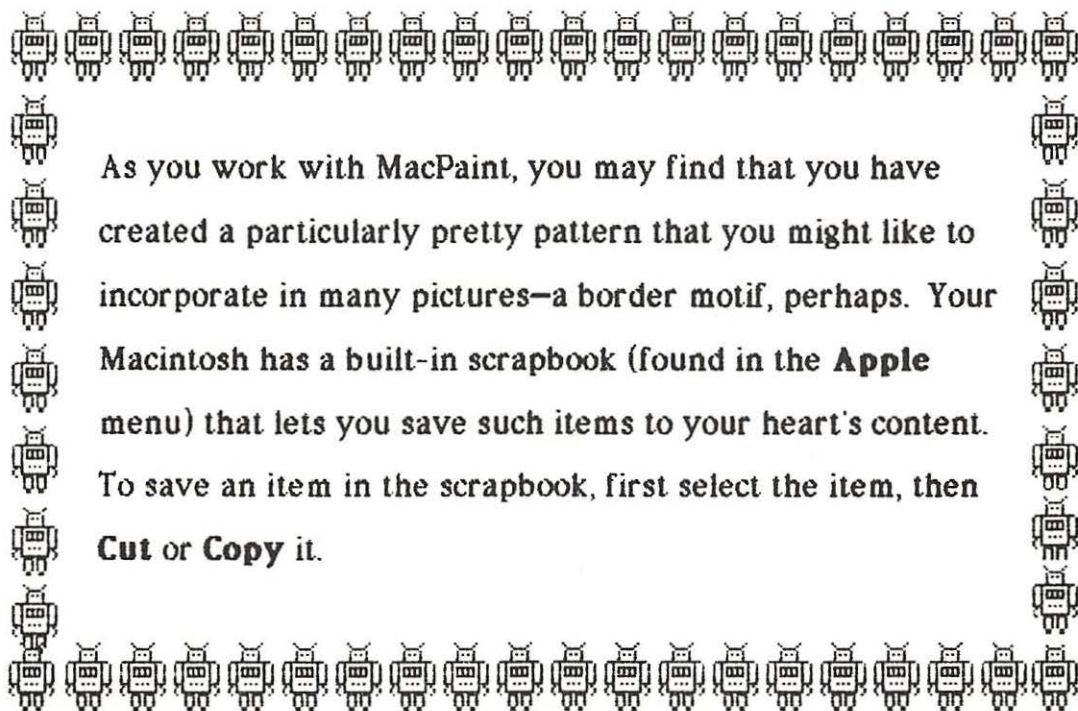
MacPaint

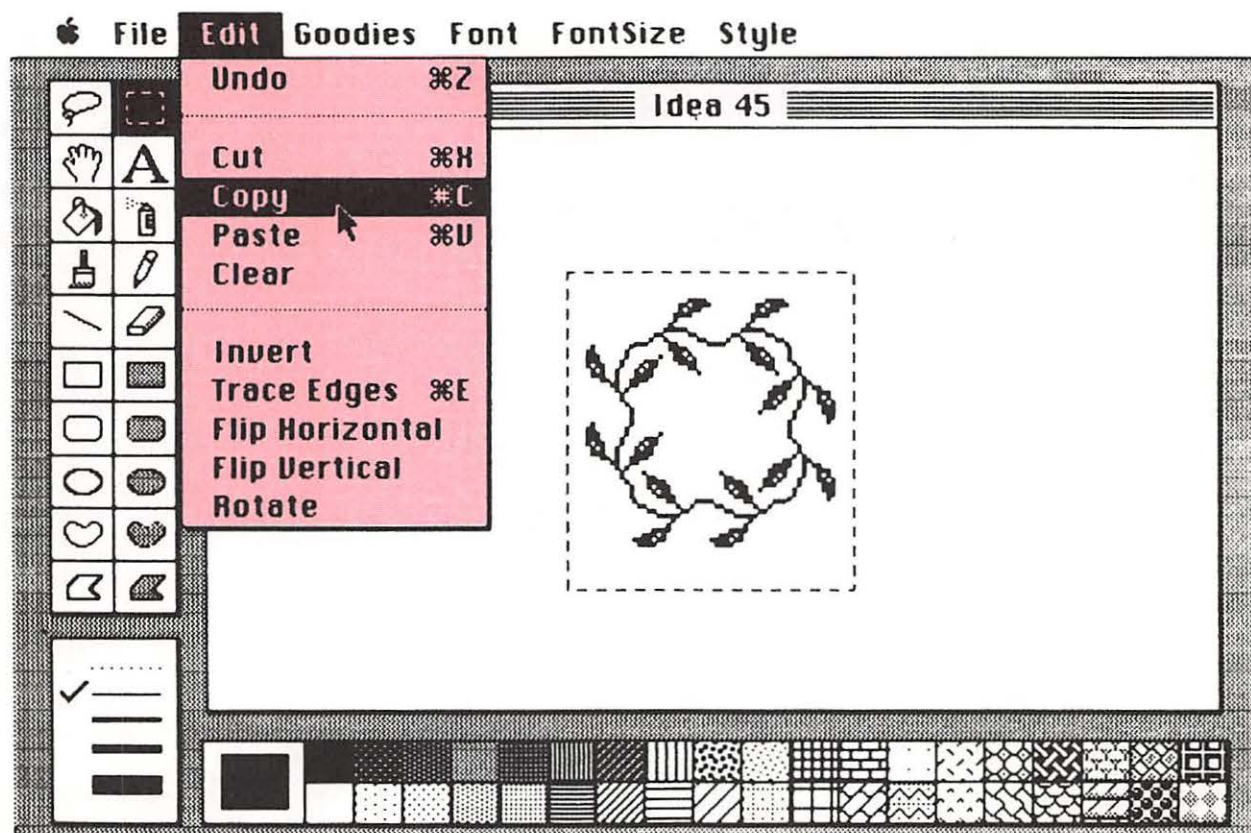
**SCRAPBOOK**

Selection Box



Apple

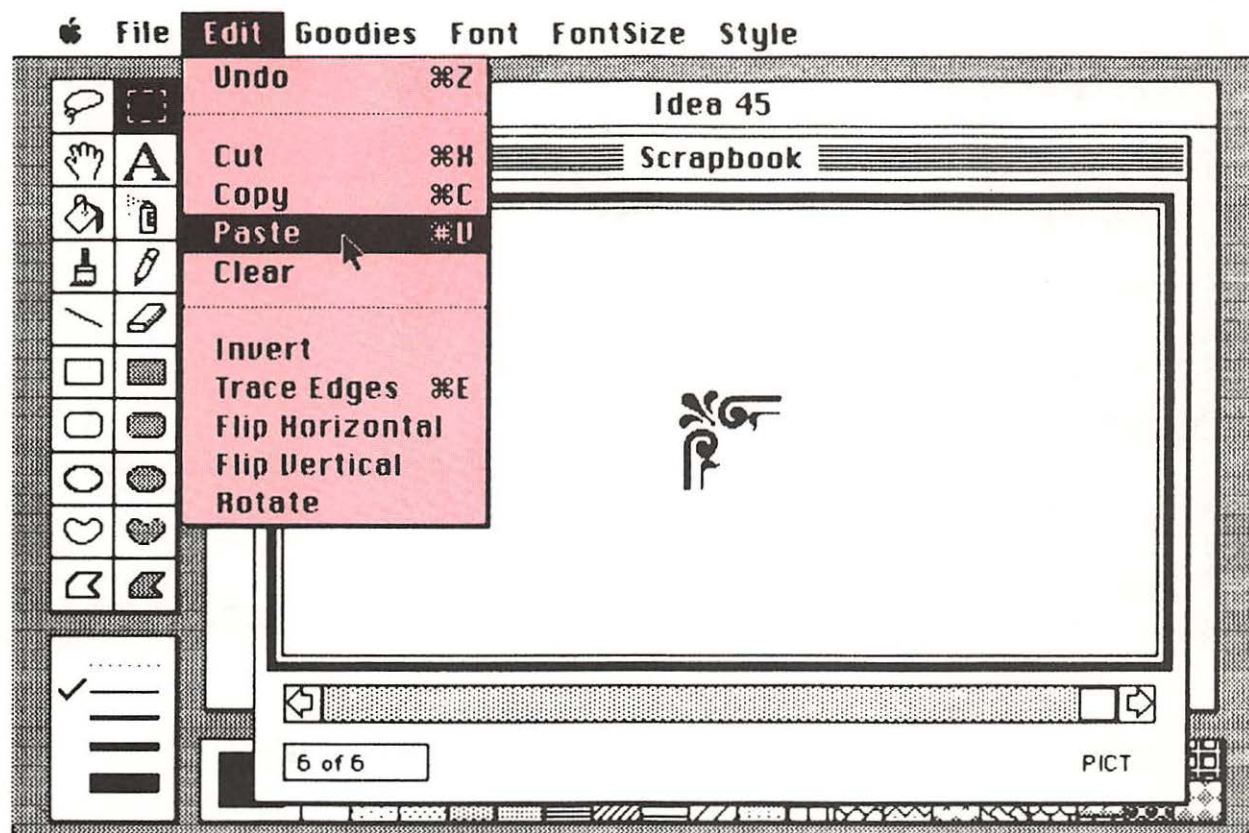
**Edit**



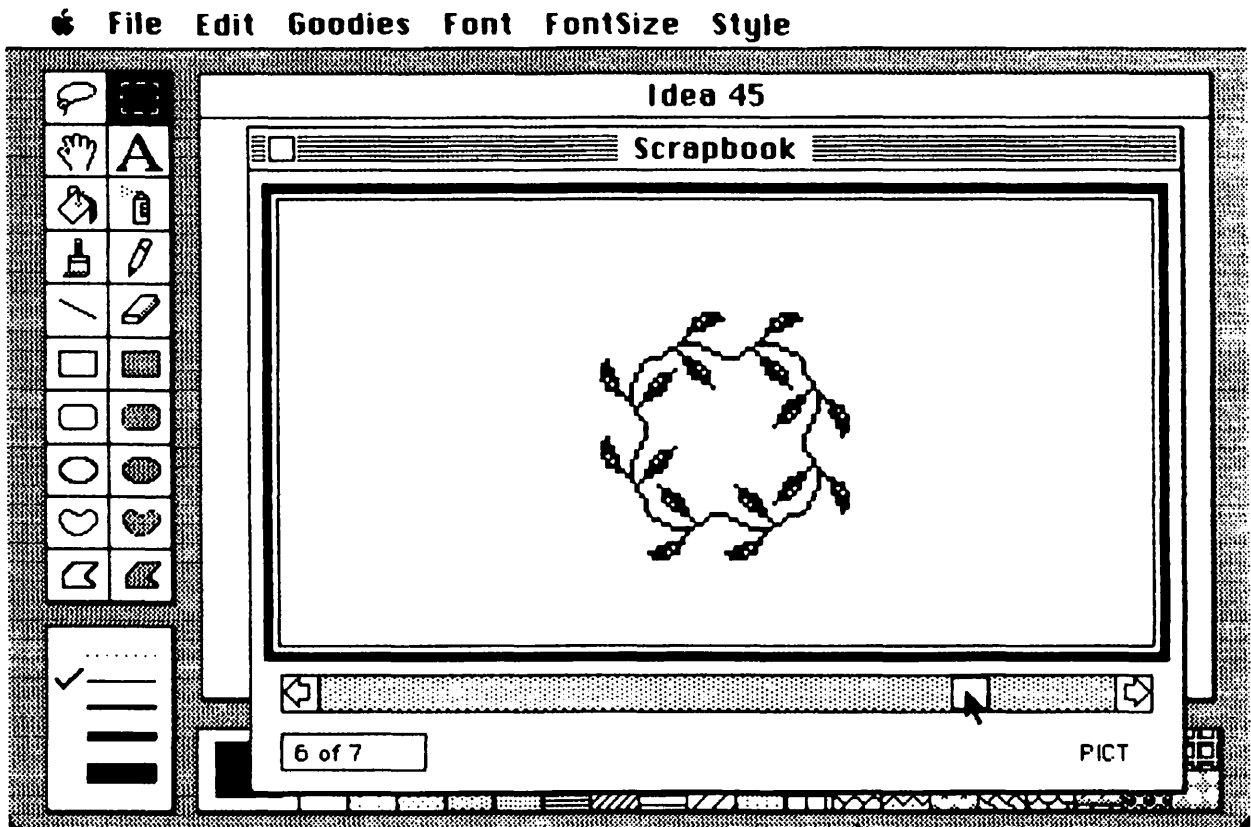
Next, select the **Scrapbook** from the **Apple** menu. The scrapbook already has a few pictures for you to use or discard as you choose.



Once the scrapbook is visible on your display, you can add your new entry with the **Paste** option from the **Edit** menu.



By moving the box at the bottom of the scrapbook menu, you can "turn" from page to page.



Pictures from the scrapbook can be copied and pasted into MacWrite documents as well as into MacPaint pictures.

You can also copy text from MacWrite into the scrapbook. The only thing you must remember when doing this is that the text will be saved as plain text, with no rulers, font, or style information.

IDEA **46** TO SELL

MacPaint



A MOPED

Text



Font

FontSize

Style

Have you had it with the clutter in your garage? Do you find that you can't get a bicycle in there anymore and that your car hasn't been inside for five years? Well, friend, it is time to start cleaning out those old items that you don't really want. You must be ruthless about garage cleaning or it won't work. That collection of Early American cinder blocks in the corner should be chucked out, along with your collection of glow-in-the-dark neckties. But in your haste to clean house, you should never forget that one person's junk is another's jewels. Some of your items can be sold—and that can make garage cleaning fun.

Take that old moped in the corner. Remember when you bought it and you said you would ride it to work every day and you did, except that once you got caught in a hailstorm and got a flat tire six blocks from home, and as you walked the bike home in the freezing rain with your fingers frozen to the handlebar and your shins bruised by banging into the pedals, you thought your car might be a more suitable vehicle? Remember that? Well, there is your trusty moped with only a few miles on it, ready to be sold to one more adventurous than yourself.

To keep your selling costs down, you have decided to sell your moped to a colleague at work. The best way to announce your intentions is with a well-designed advertisement.

Remember, if you are going to post your advertisement on the company bulletin board, it will have to compete effectively with meeting announcements, fire escape procedures, layoff notices, and other corporate trivia. Even though your advertisement might consist of pure text, you will find that MacPaint has some large font sizes that make it particularly appropriate for selling your moped.

Keep your ad copy simple and to the point. Make it clear *what* you are selling, *how much* it costs, and *who* is selling it.

For Sale

Puch Magnum II

Moped

- ☐ 2 h.p. engine, auto. trans.
- ☐ 2-gallon tank
- ☐ 100 miles per gallon
- ☐ under 4000 miles
- ☐ climbs hills
- ☐ \$700⁰⁰
- ☐ Contact Buster Shins,
415-555-1212

Since you are using MacPaint, you can do special tricks, such as using smaller type for the cents portion of the price and aligning the type so it looks professionally done.

If your business colleagues aren't interested in your moped, you can post copies of the ad on other bulletin boards in your community. Before you know it, you will have a clean garage and enough money to buy something more practical—like that snowmobile you always wanted.

IDEA 47 PATTERN

MacPaint



MAKING

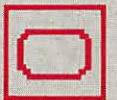
Line Width



Polygon



Roundtangle



Fill



Line



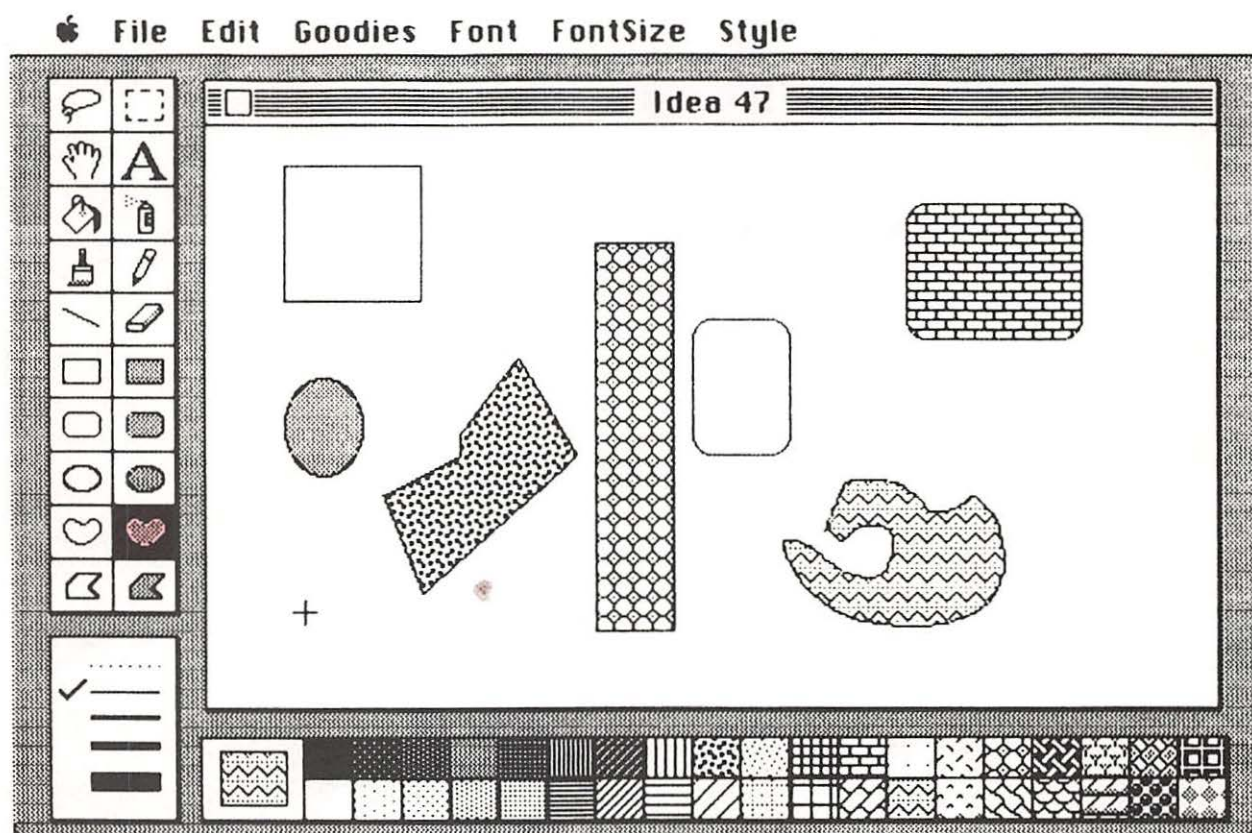
Pattern



Oval



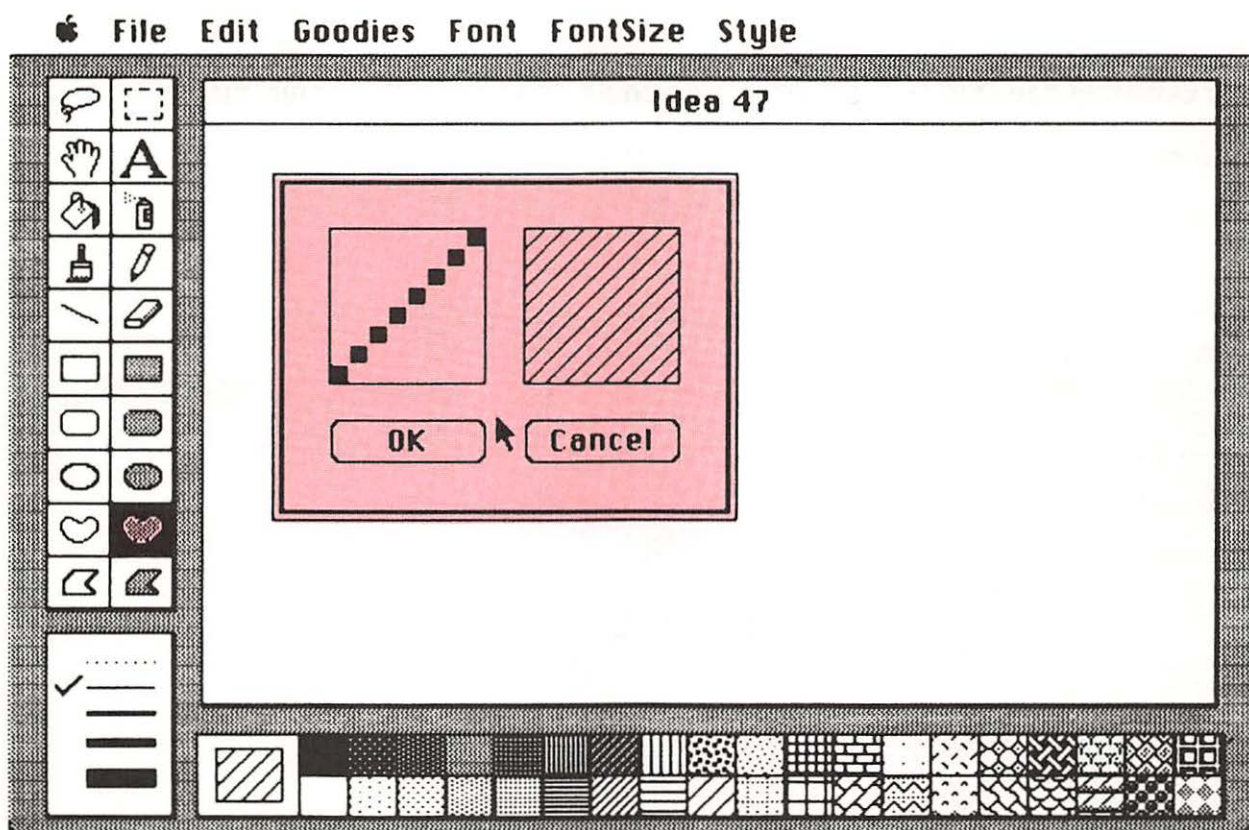
As you experiment with MacPaint, you will find that there are tools to let you create disks, boxes, roundtangles, and polygons. These shapes can either be empty or be automatically filled once they are completed.



The **Fill Pattern** menu at the bottom of your MacPaint screen lets you choose from among a wide variety of patterns with which you can fill your shapes. You may find, however, that you want your own teddy bear pattern and will throw a tantrum if you can't have it.

Don't panic—help is at hand.

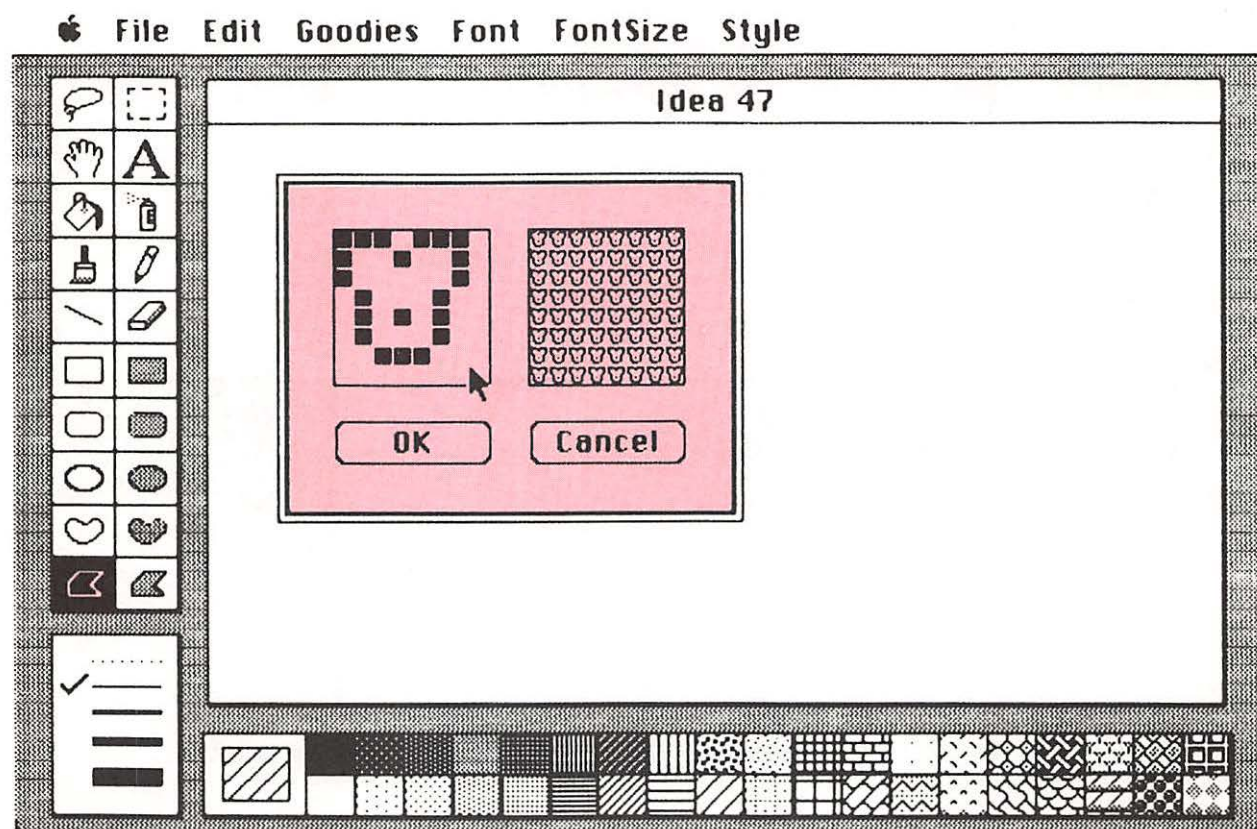
First, pick a fill pattern that you don't want to use anymore in the present picture. Place the cursor in the pattern and click the mouse button twice. You will then see the following images on your display.



The image to the right shows a typical filled region using this pattern, and the image to the left shows a magnified dot-by-dot view of the pattern itself.

If you move the cursor inside the left box, you can change a dot by pointing to it with the cursor and clicking the mouse button. Each click of the button will cause the selected dot to turn white if it was black or to turn black if it was white. Once you have created the pattern you want, click the mouse in the **OK** box to save the pattern in the menu.

You can then use this new pattern as much as you like. All of your custom patterns will be saved when you save your picture.



IDEA 48 TINY TYPE

MacPaint



Line Width



Line



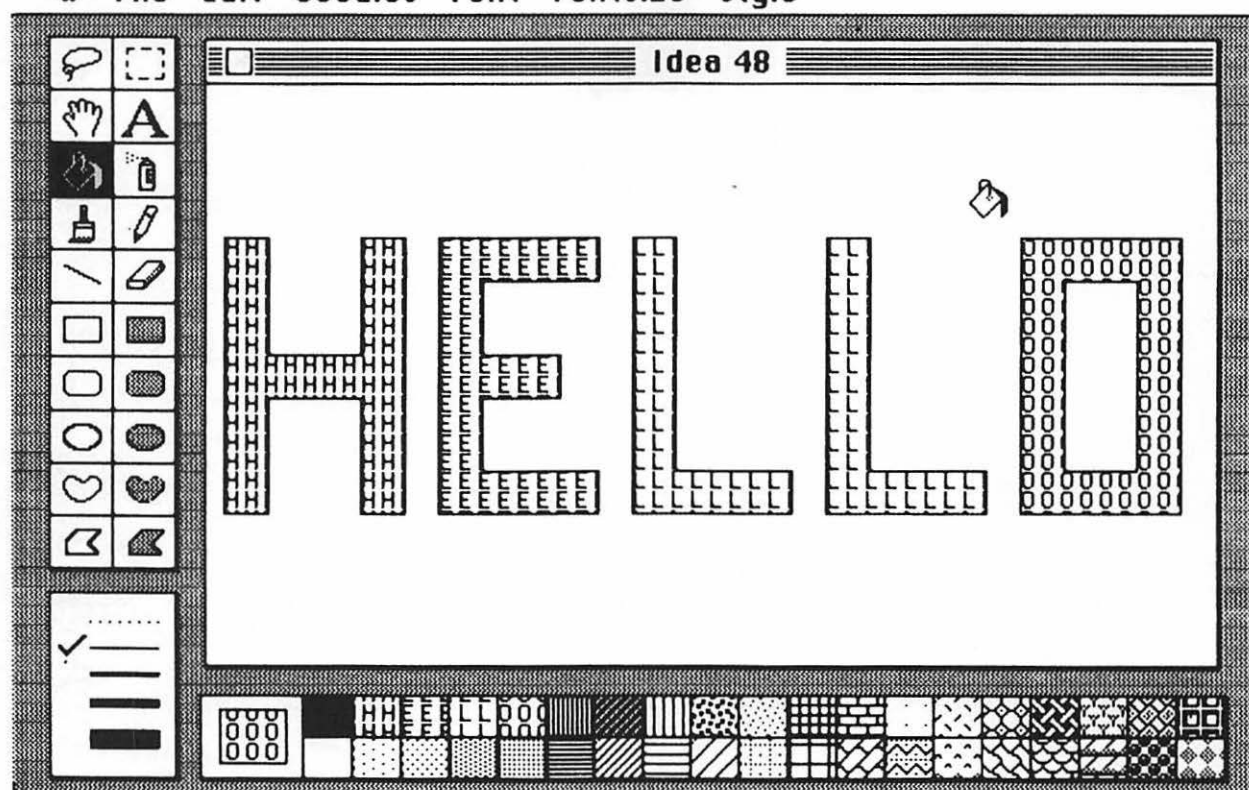
Fill



Pattern



While your custom patterns can take any shape you want (within an 8-by-8 grid), you can create interesting effects by making patterns in the shape of letters of the alphabet. Traditional computer systems (other than Macintosh and its like) use characters made from an array of 5 by 7 dots. Making patterns from these letters allows you to use them to make very interesting pictures.



IDEA **49** **HIDDEN**

MacPaint

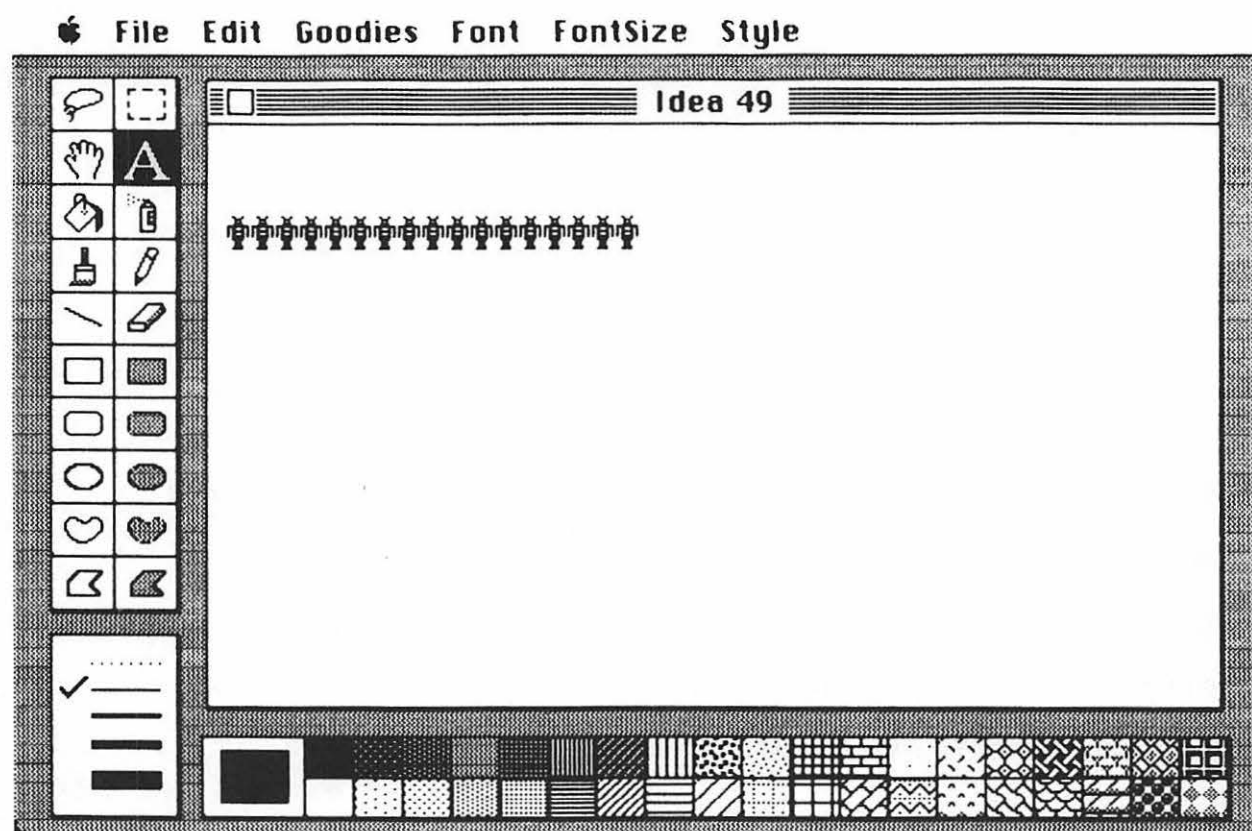
**PATTERNS**

Text

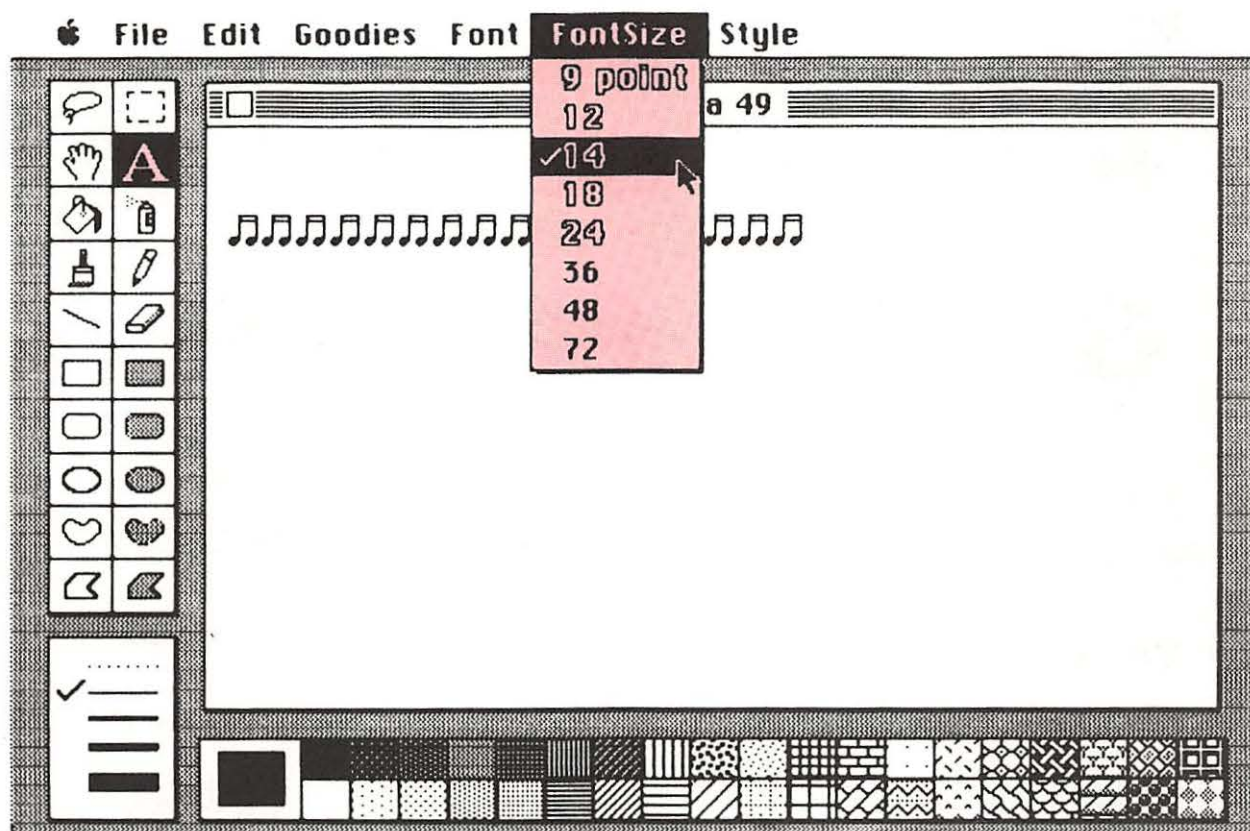
**Font****FontSize**

The crafty designers of the Macintosh have made sure that you can make discoveries of your own with this versatile computer. One of the discoveries that awaits you involves some characters that aren't documented in any of the manuals I have read. Because discoveries are so much fun to make on your own, I will just give you some hints.

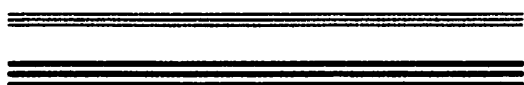
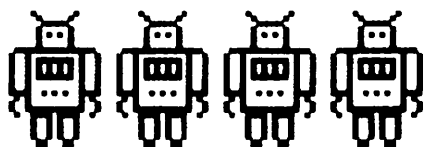
First, start with a blank MacPaint screen and choose the **Text** option from the main MacPaint menu. Select the **New York** font and 12-point type, then hold the **Option** and **Shift** keys down while typing the accent key (') that is immediately to the left of the 1 (one) key. Type this accent key several times. When you do this, you will see a row of robots appear on the screen!



Now comes the fun part. Pull down the **FontSize** menu and pick another font size, such as 14-point type. The robots will suddenly change into musical notes!



As you experiment with different font sizes, you will see more patterns. The next thing to try is changing fonts. Some fonts have special pictures associated with this set of keystrokes, and some don't. See how many different patterns you can find—there are a lot of them! (A few are shown on the next page.)



IDEA 50 ILLUMINATED

MacPaint



LETTERS

Rectangle



Pattern



Goodies

Fill



Font

Line Width



FontSize

Text

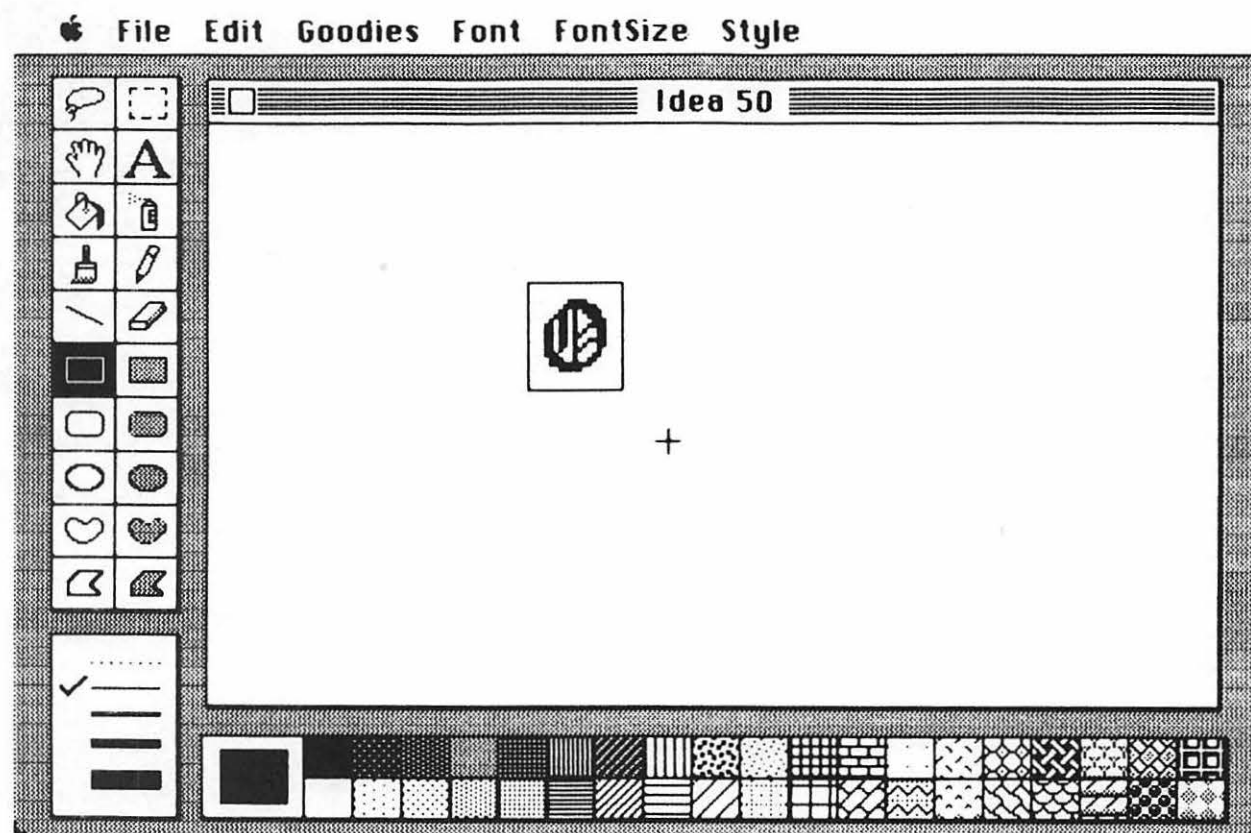


Style

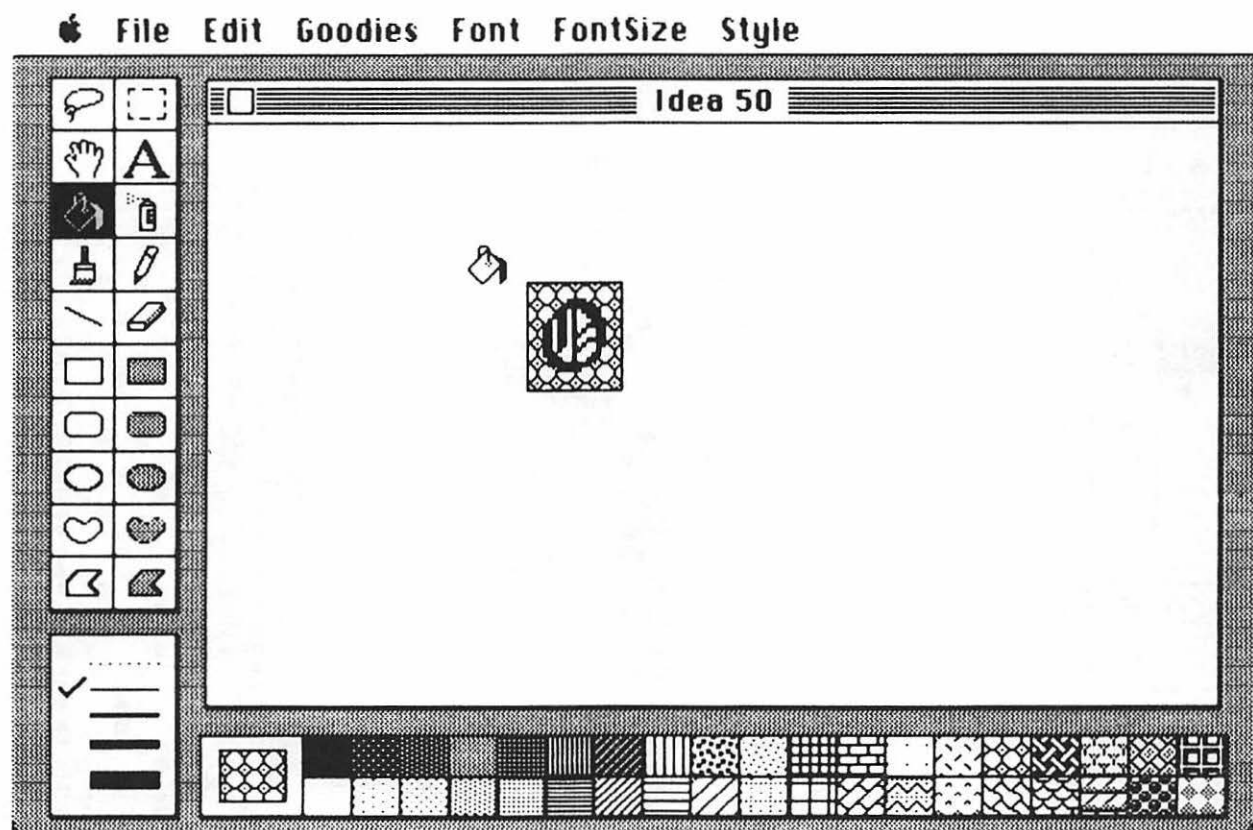
Edit

There was a time, before Macintosh, when books were written entirely by hand. One of the more artistic traditions dating from that period was the illumination or decoration of the first letter of the first word of a chapter. These letters were usually quite large, making them easy to decorate.

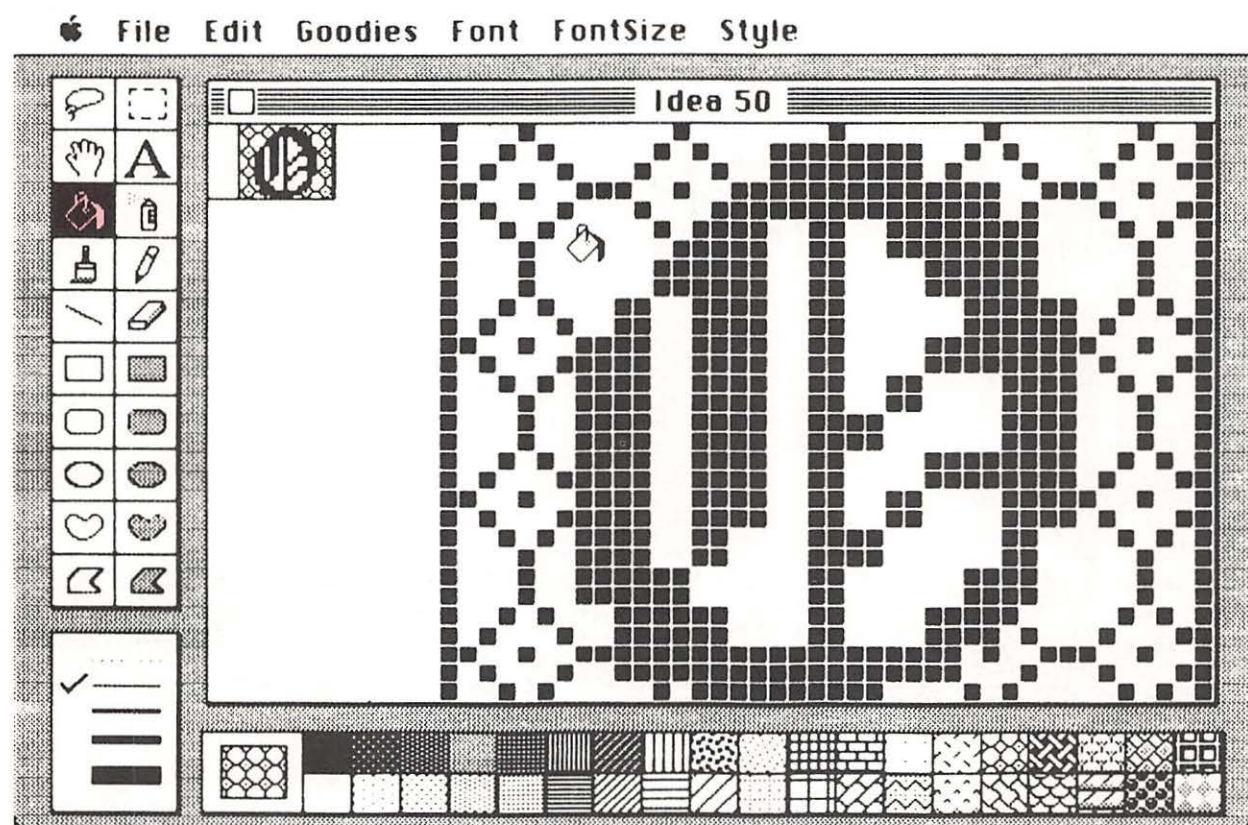
You too can create illuminated letters for your own manuscripts—and MacPaint is the perfect tool for doing it. The first step is to know the first letter in your manuscript. Place this letter on your display using any font that looks pretty. For most letters, the **London** font with 36-point type is quite attractive. Once the first letter is on the screen, enclose it in a box, leaving some room on all sides of the letter.



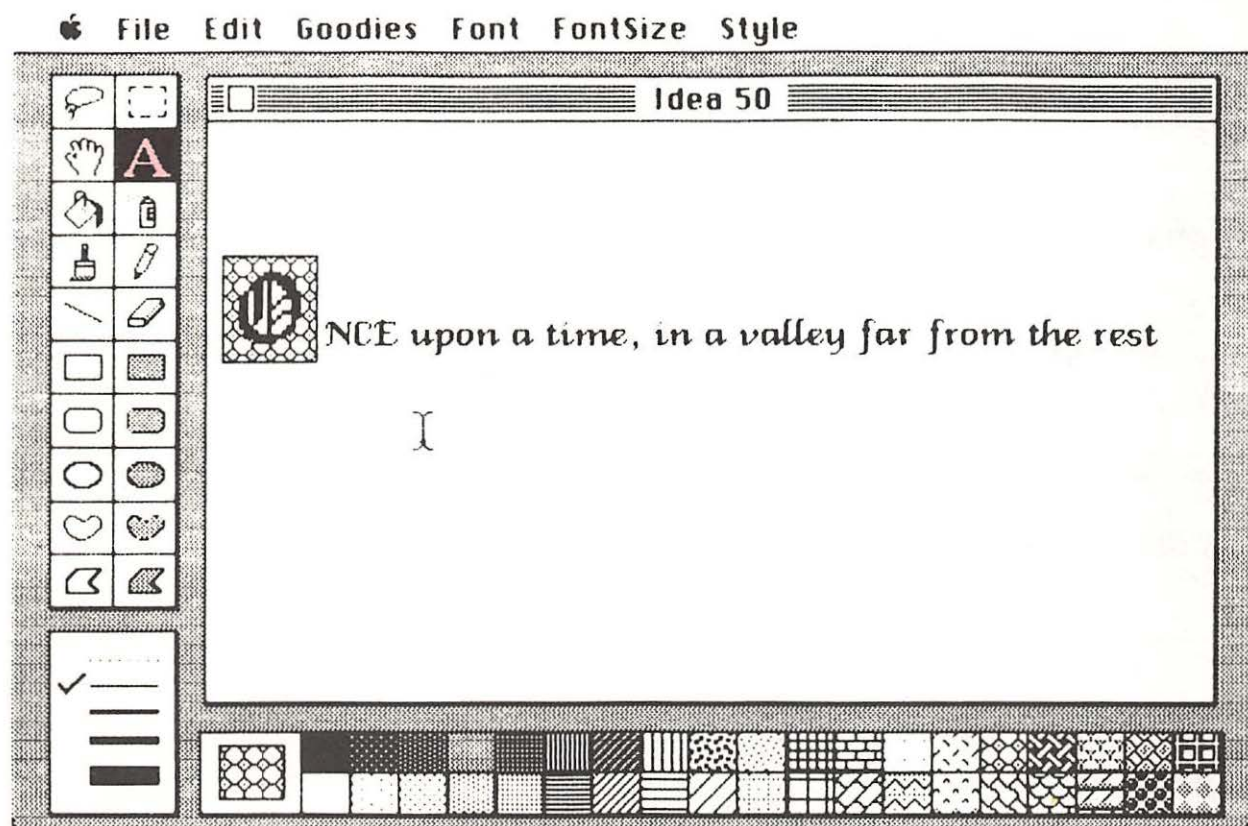
Next, choose an appropriate pattern from the **Fill Pattern** menu at the bottom of the MacPaint screen, or design a pattern of your own. Once the appropriate pattern is chosen, choose the **Fill** tool from the main MacPaint menu. Carefully position the **Fill** icon so that the solid black portion is inside the area you want to fill, and click the mouse button. This will give you a nicely illuminated letter.



If the **Fill** icon is improperly placed, you may accidentally fill the area outside the box, the box itself, or the letter itself. If you do fill any of these, simply select **Undo** from the **Edit** menu and try again. If you are persistently having trouble, you can work with a larger image of the letter by using the **FatBits** tool from the **Goodies** menu. Use the **Selection Box** to encircle the area you want magnified, then select the **FatBits** option. This gives you a magnified view of the letter and makes it much easier to fill.



Once the letter is illuminated, reposition it to the left edge of the screen, select whichever font and font size you will use in the manuscript, and type the rest of your first line of text.



This entire line should be copied and pasted into your MacWrite document. You will then be able to type and edit all the rest of your manuscript using MacWrite.

The monks never had it so good.



MacPaint

IDEA 51 CUSTOM BADGES



Text



Rectangle



Line Width



Pattern

Font

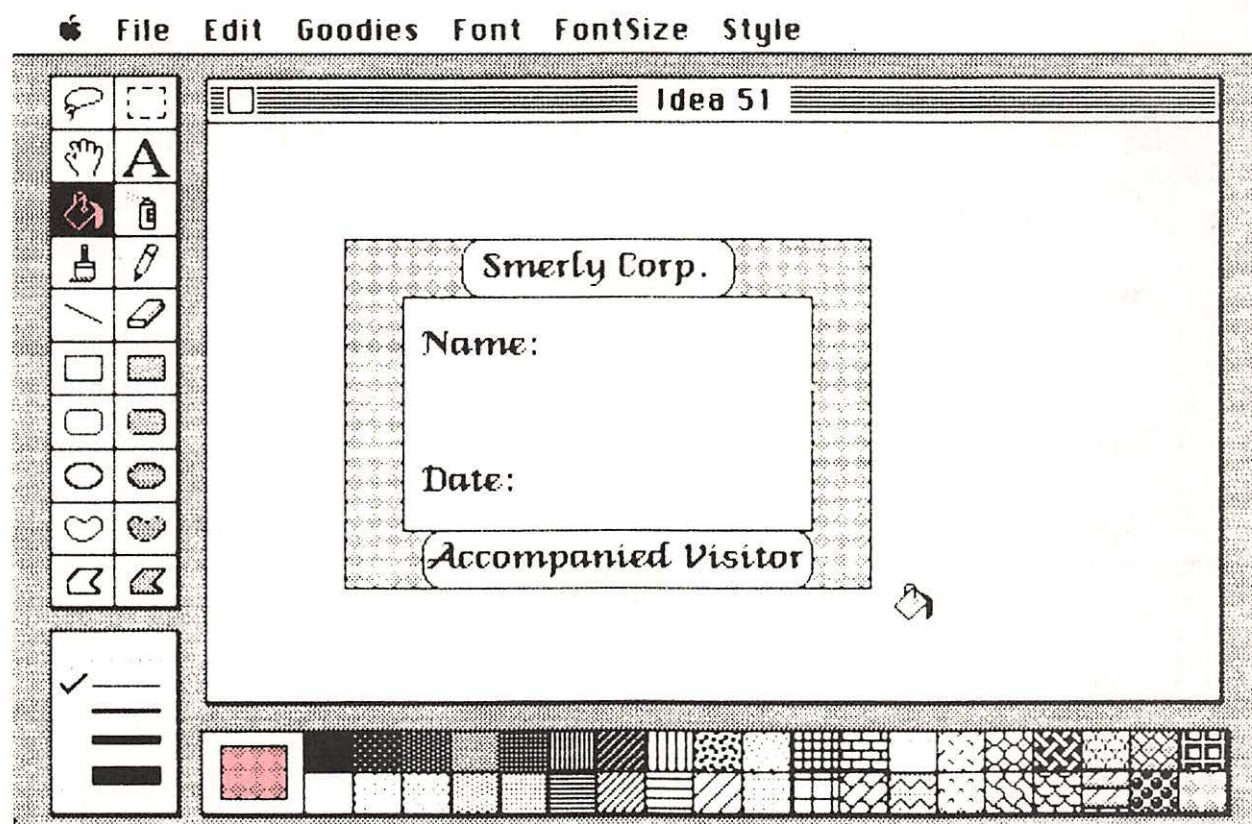
Fill

FontSize**File****Style****Edit****Goodies**

The name tags we made in Idea 26 are fine for parties, but there are lots of other places where badges are needed—visitor badges for your company, name tags for picnics, security cards for the corporate gym, and so on.

Standard plastic badge holders are sold in office supply stores, or you can grab a handful of them at your next trade show or conference when no one is looking. The holders I have are designed for badges 2 inches high by 3 inches wide. This corresponds to a MacPaint box of 18 by 27 grid units.

Once you have this size box on the screen, you can make a fancy border inside the box and finish the master layout of the badge.



You can then make side-by-side copies of the badge by selecting the badge image with the **Selection Box** and using the **Copy** tool and then **Paste** to put copies on the page. You will need to move the MacPaint window (using **Show Page**) each time you paste a new badge on the screen.

<p>Smerly Corp.</p> <p>Name:</p> <p>Date:</p> <p>Accompanied Visitor</p>	<p>Smerly Corp.</p> <p>Name:</p> <p>Date:</p> <p>Accompanied Visitor</p>
<p>Smerly Corp.</p> <p>Name:</p> <p>Date:</p> <p>Accompanied Visitor</p>	<p>Smerly Corp.</p> <p>Name:</p> <p>Date:</p> <p>Accompanied Visitor</p>
<p>Smerly Corp.</p> <p>Name:</p> <p>Date:</p> <p>Accompanied Visitor</p>	<p>Smerly Corp.</p> <p>Name:</p> <p>Date:</p> <p>Accompanied Visitor</p>

Once you have a set of badges on the screen, save this master copy on the disk. Next, fill in the names of the badge holders, print the badges, and cut them apart.

<p>Smerly Corp.</p> <p>Name: Ray O'Lite</p> <p>Date: 4/28/84</p> <p>Accompanied Visitor</p>	<p>Smerly Corp.</p> <p>Name: Carl Stop</p> <p>Date: 4/28/84</p> <p>Accompanied Visitor</p>
<p>Smerly Corp.</p> <p>Name: Harry Hed</p> <p>Date: 4/28/84</p> <p>Accompanied Visitor</p>	<p>Smerly Corp.</p> <p>Name: Gerry Atrix</p> <p>Date: 4/28/84</p> <p>Accompanied Visitor</p>
<p>Smerly Corp.</p> <p>Name: Anne Howe</p> <p>Date: 4/28/84</p> <p>Accompanied Visitor</p>	<p>Smerly Corp.</p> <p>Name: Skip Towne</p> <p>Date: 4/28/84</p> <p>Accompanied Visitor</p>



MacPaint

IDEA 52 HOMILIES



Text

FOR THE HOME



Rectangle



Line Width



Pattern

FontSize



Fill

Style



Pencil

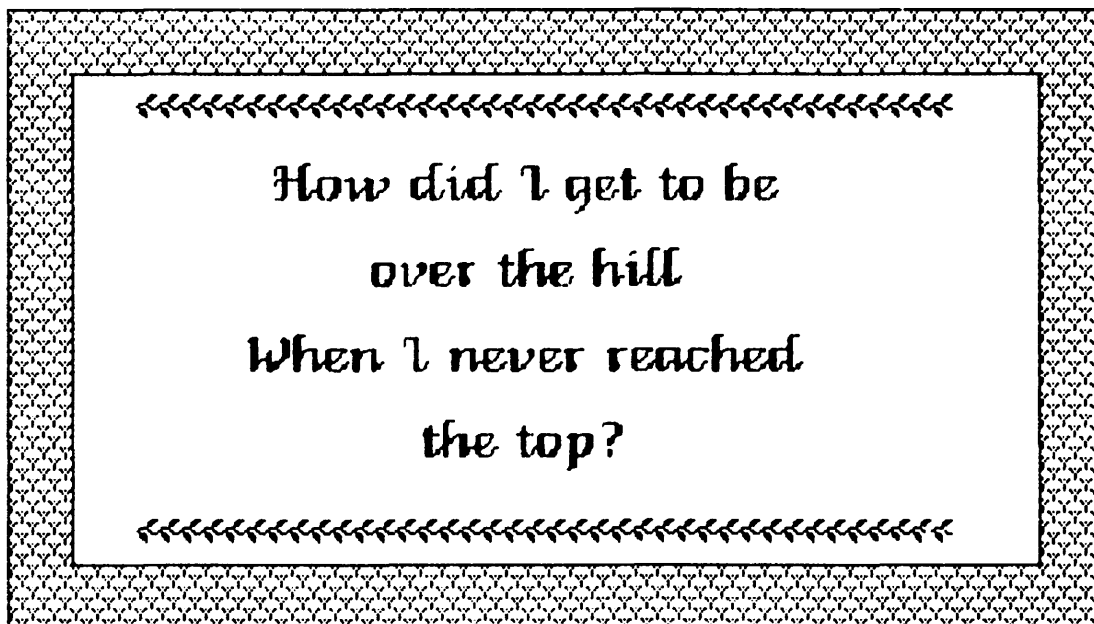
Edit

Font

File

I realize that this book may be too practical and too business oriented, so I should at least mention *some* applications for the home. I can't think of a home that wouldn't benefit from a framed homily. There are hundreds to choose from: "This house is clean enough to be healthy and dirty enough to be happy," "If you must smoke, please don't exhale"—the list is endless.

The key to making a framable homily is to be artistic—create pretty borders, use the **London** or **Venice** fonts, decorate the white space with little flowers, and so forth. You can even color your final printout with watercolor pens for the handcrafted touch.





MacPaint

IDEA 53 BOOKMARKS



Text



Line Width



Rectangle

Font

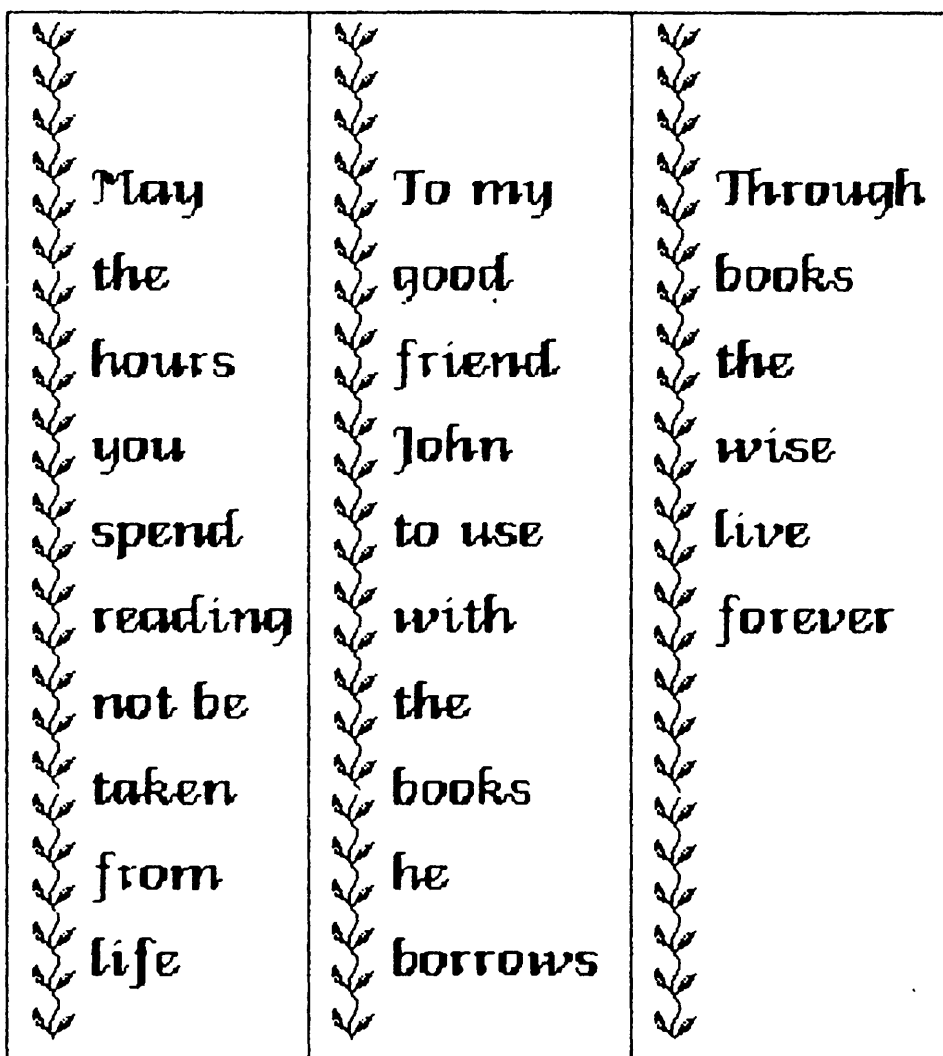
Style

FontSize

Edit

Another home idea that makes a fine (if cheap) gift is a set of personalized bookmarks.

Each bookmark can be personalized for the recipient and may be colored if you wish. Once the bookmarks are printed and colored, laminate them on both sides with plastic film before cutting them apart. The easiest way to



lamine paper is to use heat-sensitive laminating film designed for use with thermal copiers. Bookmarks made in this fashion should last a lifetime.



MacPaint

IDEA 54 CHRISTMAS

Text

CARD

Font

FontSize

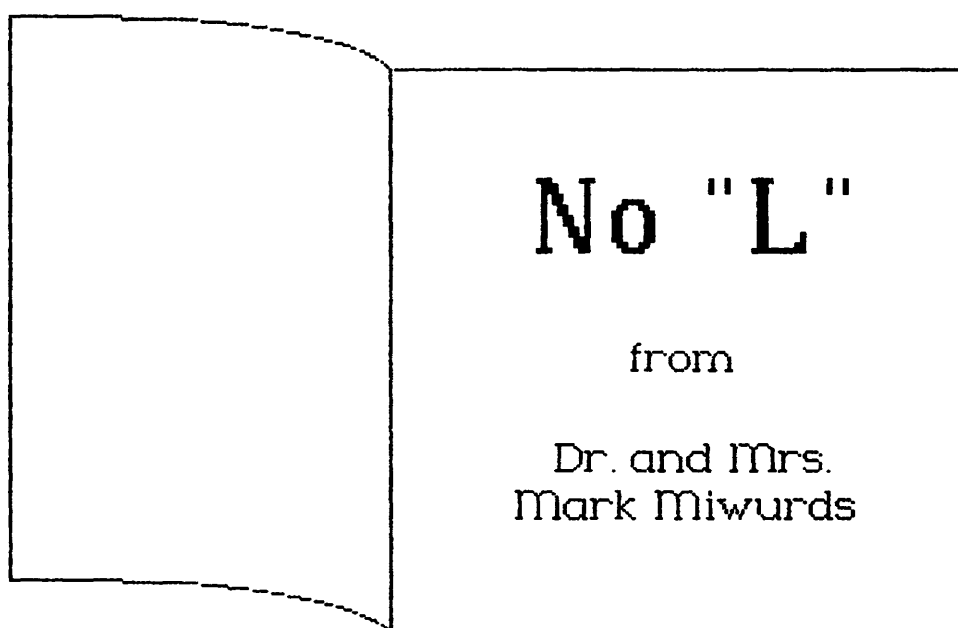
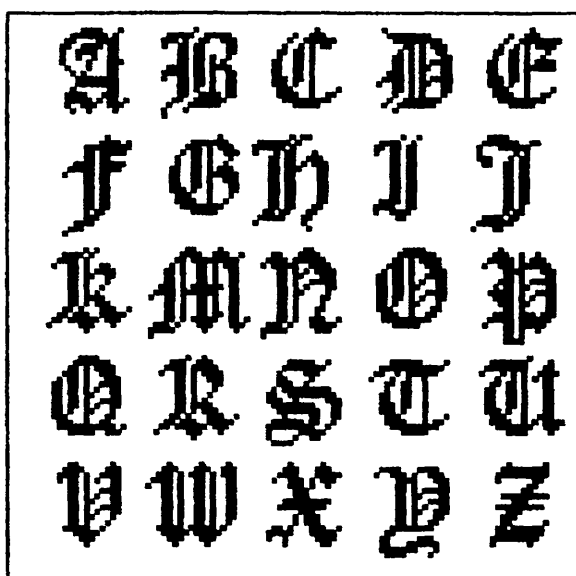
Style

Print

The year flies by so fast, before you know it, it's Christmas. One of the major problems with Christmas is that it is expensive. Christmas cards, for example, can set you back quite a bit—especially if you send out lots of them.

One way to keep your costs in line is to design your own cards that can be printed by your local instant press on pretty paper. Your card should be laid out to conform to a standard paper size. If you use 8 1/2-by-14-inch paper, this will produce a card that is 8 1/2 inches high by 7 inches wide when folded.

You need to design two images for your card, one for the front and one for the inside.



Once these images are printed, cut them out (with scissors) and paste them on an 8 1/2-by-14-inch piece of paper exactly as you want them to appear on the final card. Take this master to your print shop and have copies run off on heavy colored paper for your closest hundred or so friends, and you will still have plenty of money left for my gift. (My shirt size is 15 1/2, 34-35).

IDEA **55** GREETING

MacPaint



CARD

Text



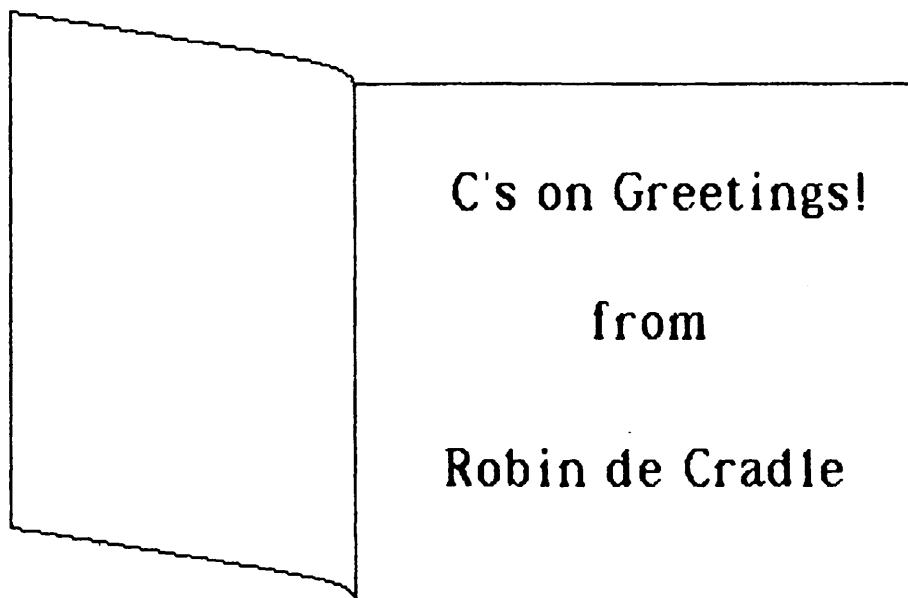
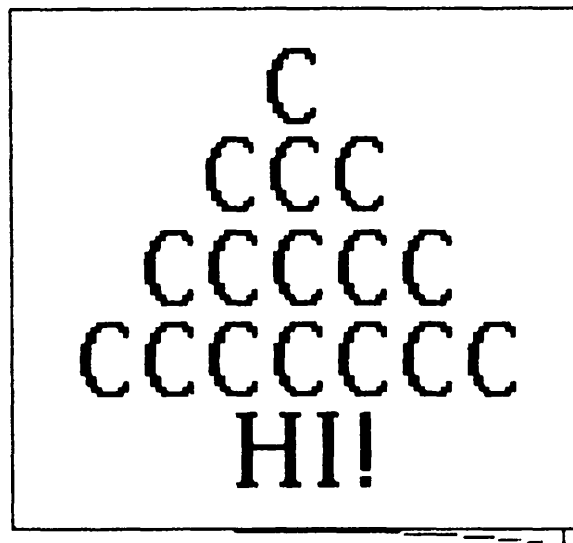
Font

FontSize

Style

Perhaps you don't celebrate Christmas, or you felt the card in Idea 54 was too religious. No problem—the generic card should handle the holidays just fine.

Think of an idea that will appeal to all your friends. Even for serious sentiments, you'll find that humor can serve very nicely. Come up with an attractive design for the front and a "punch line" (in this case, a "holiday punch" line) for inside, and let Mac do the rest.



IDEA **56** MORE

MacPaint

**GREETING**

Text

**CARDS**

Font

FontSize

Style

Edit

Print

What? You want *more* cards for other holidays? Oh, all right—but don't blame me if greeting card companies go out of business!

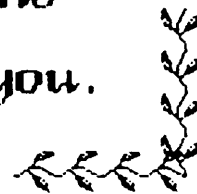
If you want to make personalized birthday cards, you can buy some pretty blank paper that can be loaded into your Imagewriter printer one sheet at a time. This is very handy when you remember that you forgot your

spouse's birthday was today but all the stores are closed and you'd better have a card in your hand when you walk in the door or it is going to be peanut butter sandwiches for a year. At times like these, a custom birthday card can save the day.



**Birthday Greetings
to the one who is
Dearest to My Heart**

**Dear One,
On this special day
I knew that no
store-bought card
could convey the
love I have for you.**



IDEA 57 GIFT CARDS

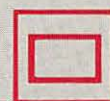
MacPaint



Text



Rectangle



Roundtangle



Font

Pattern



FontSize

Fill



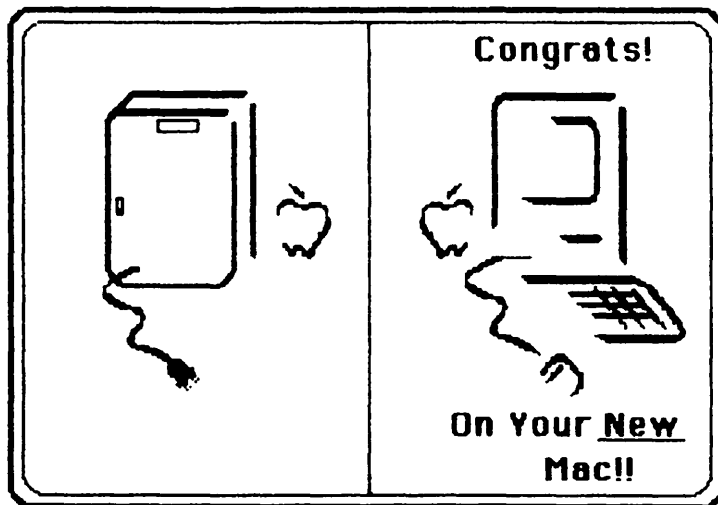
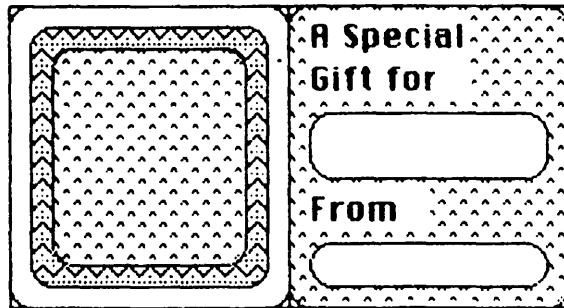
Style

Line Width



Greeting cards, gift cards, and wrapping paper can end up costing more than your gift if you aren't careful. And yet, a gift card is a nice touch—especially when you are giving something to someone you would like to remember you in his or her will and you "accidentally" left the expensive price on your gift.

Gift cards can be very simple and should be printed on nice paper so they can be cut out, folded, and taped or tied to the package (spindling and mutilating are not advised this year).



IDEA **58** CUSTOM

MacWrite

**GIFT WRAP**

Text



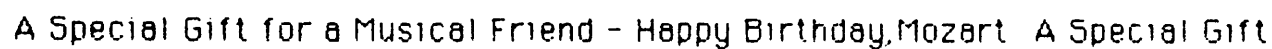
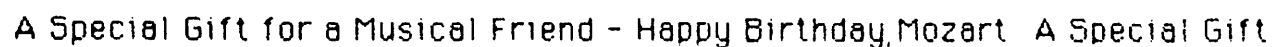
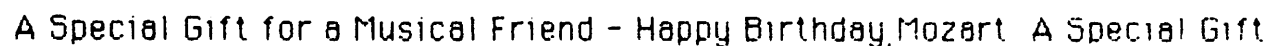
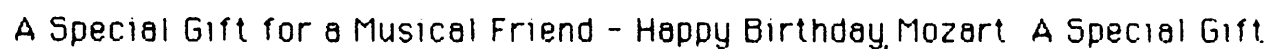
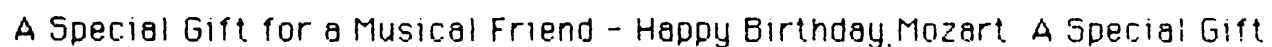
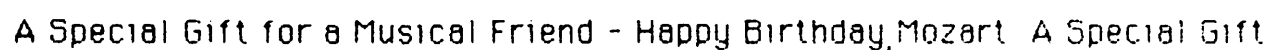
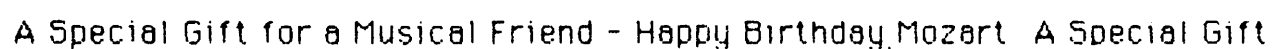
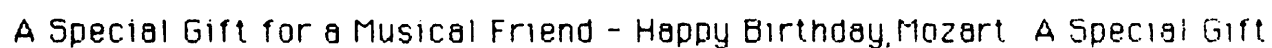
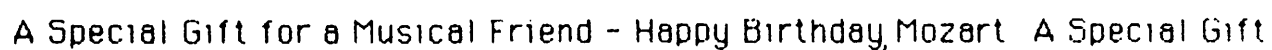
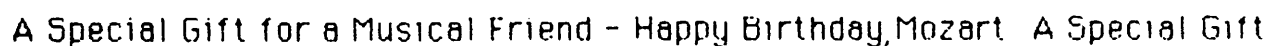
Font

FontSize

Style

Print

Using MacPaint for gift wrap designs doesn't make much sense unless you are wrapping small gifts such as diamond rings, gold watches, or that special bar of soap you took the last time you stayed at the Drowsy Lids Motel. For gifts of this size, you can use MacPaint to make quite nice custom gift wrap. Make your own patterns, even personalize the gift wrap if you wish (see the sample on the next page). Once again, this is an application for which you might want to use colored paper.



IDEA 59 SPRAY PAINT

MacPaint



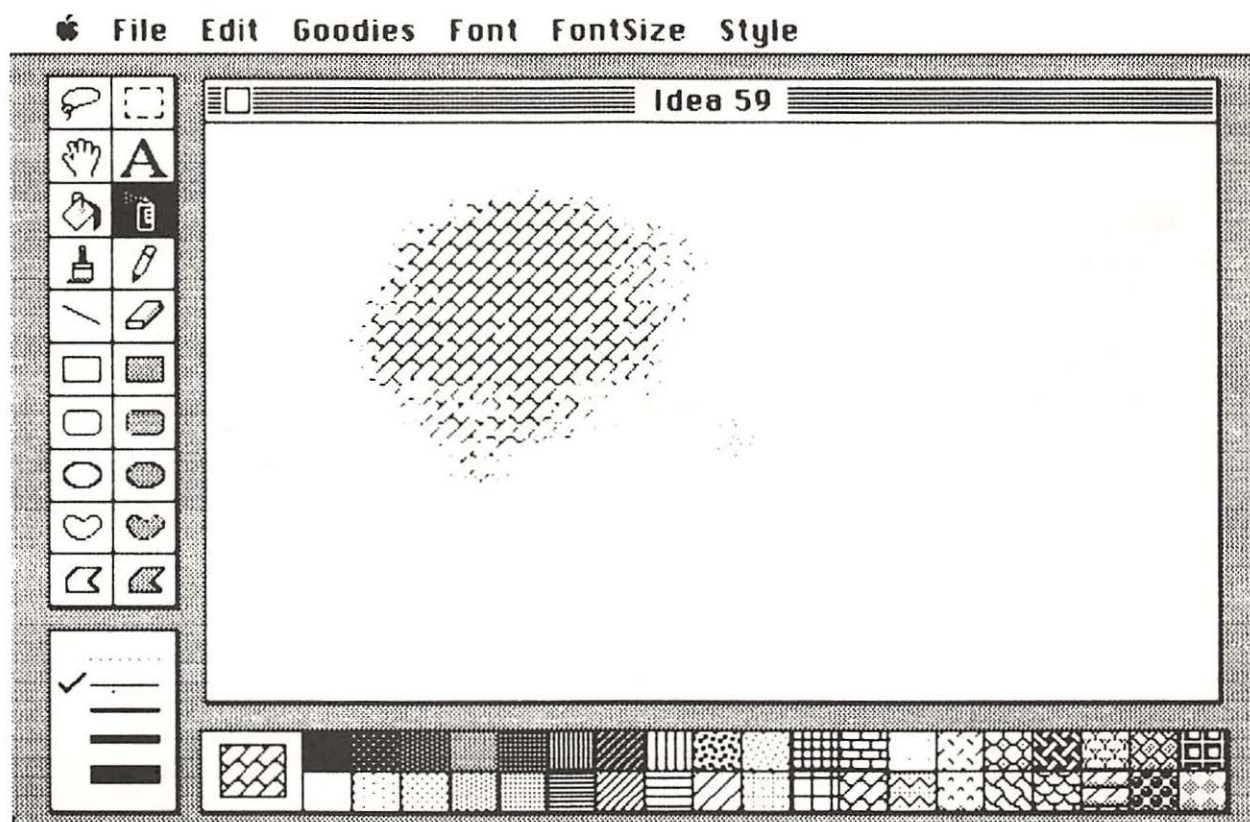
Pattern



Spray Can

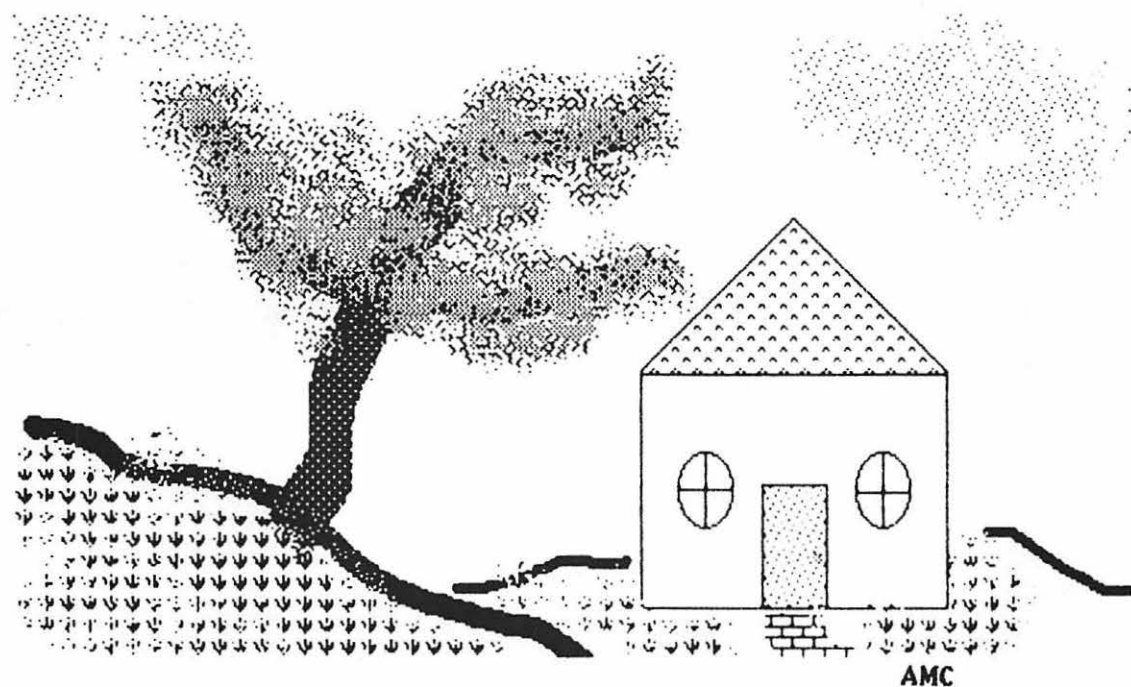


The **Spray Can** lets you airbrush solid areas (black or white) or even patterns on the screen. To see how it works, select a pattern from the



Fill Pattern menu and select the **Spray Can**. As you hold down the mouse button and move the can back and forth, you will see your pattern start to emerge on the screen.

This is such a nice tool that it is worth playing with by itself. It can be used to create interesting patterns for many types of pictures.



IDEA 60 PICTURE

MacPaint



BORDERS

Line Width



Rectangle



Roundtangle



Goodies

Pattern

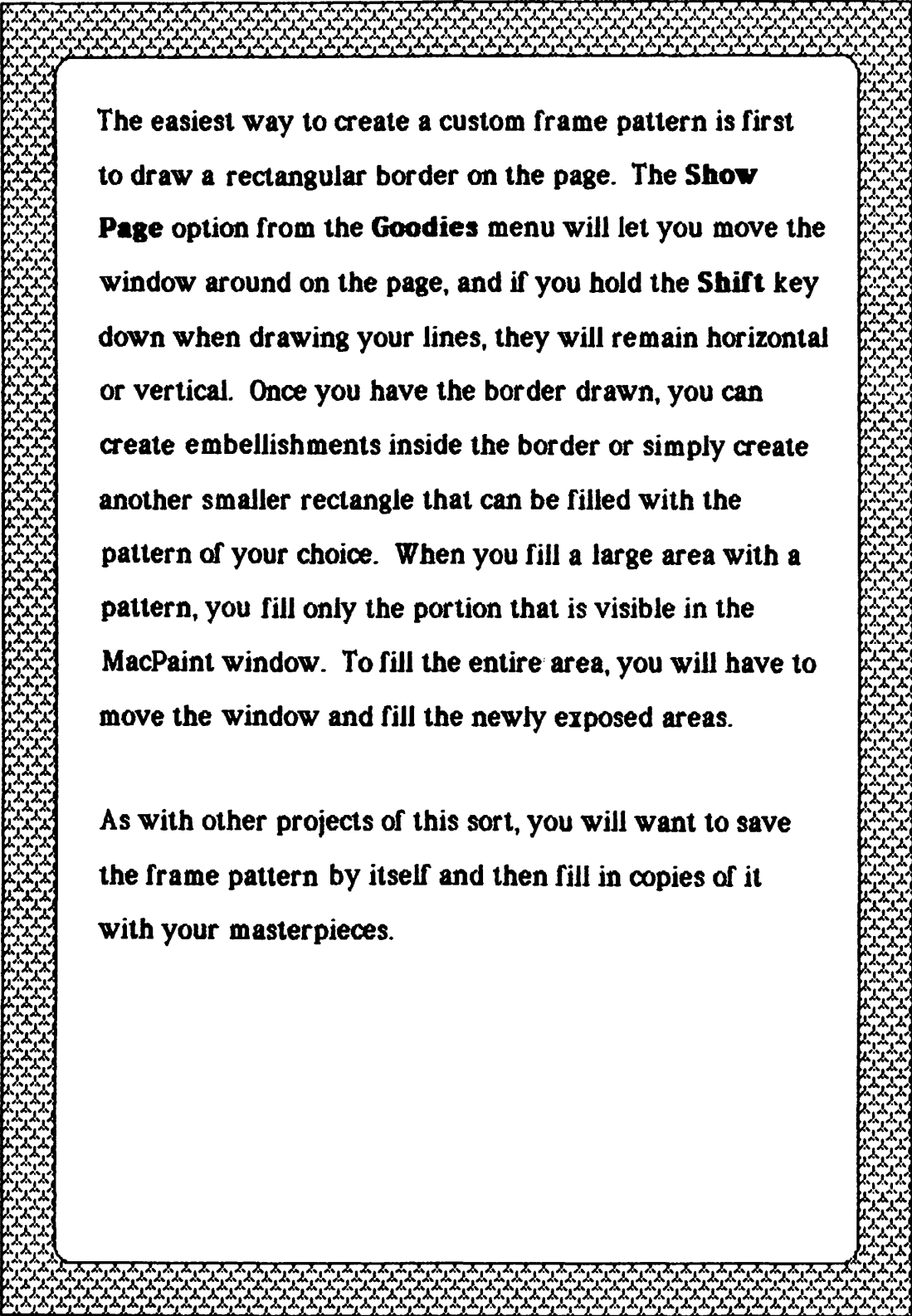


File

Fill



While most of your MacPaint artwork will be displayed in fine oak frames, you may want to avoid the cost of framing your lesser efforts. In this case, you will most certainly want to create your own custom picture borders.



The easiest way to create a custom frame pattern is first to draw a rectangular border on the page. The **Show Page** option from the **Goodies** menu will let you move the window around on the page, and if you hold the **Shift** key down when drawing your lines, they will remain horizontal or vertical. Once you have the border drawn, you can create embellishments inside the border or simply create another smaller rectangle that can be filled with the pattern of your choice. When you fill a large area with a pattern, you fill only the portion that is visible in the MacPaint window. To fill the entire area, you will have to move the window and fill the newly exposed areas.

As with other projects of this sort, you will want to save the frame pattern by itself and then fill in copies of it with your masterpieces.

Chapter 5

FORTY-ONE MORE WAYS TO ENJOY YOUR MACINTOSH

IDEA 61 STRETCHING

MacPaint



THINGS

Text



A

Selection Box



BIT

Font

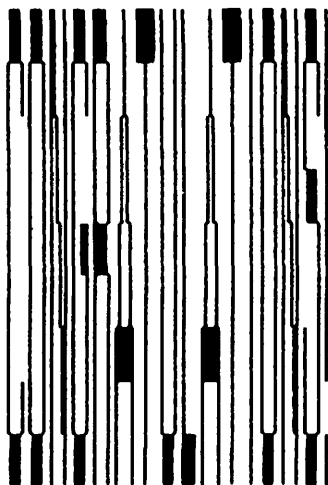
FontSize

Style

Edit

When I was a kid, I used to enjoy working with puzzle books that my folks would buy for me. I think they bought me these books to keep me out of trouble. It didn't work, of course, but their intentions were noble, if misdirected.

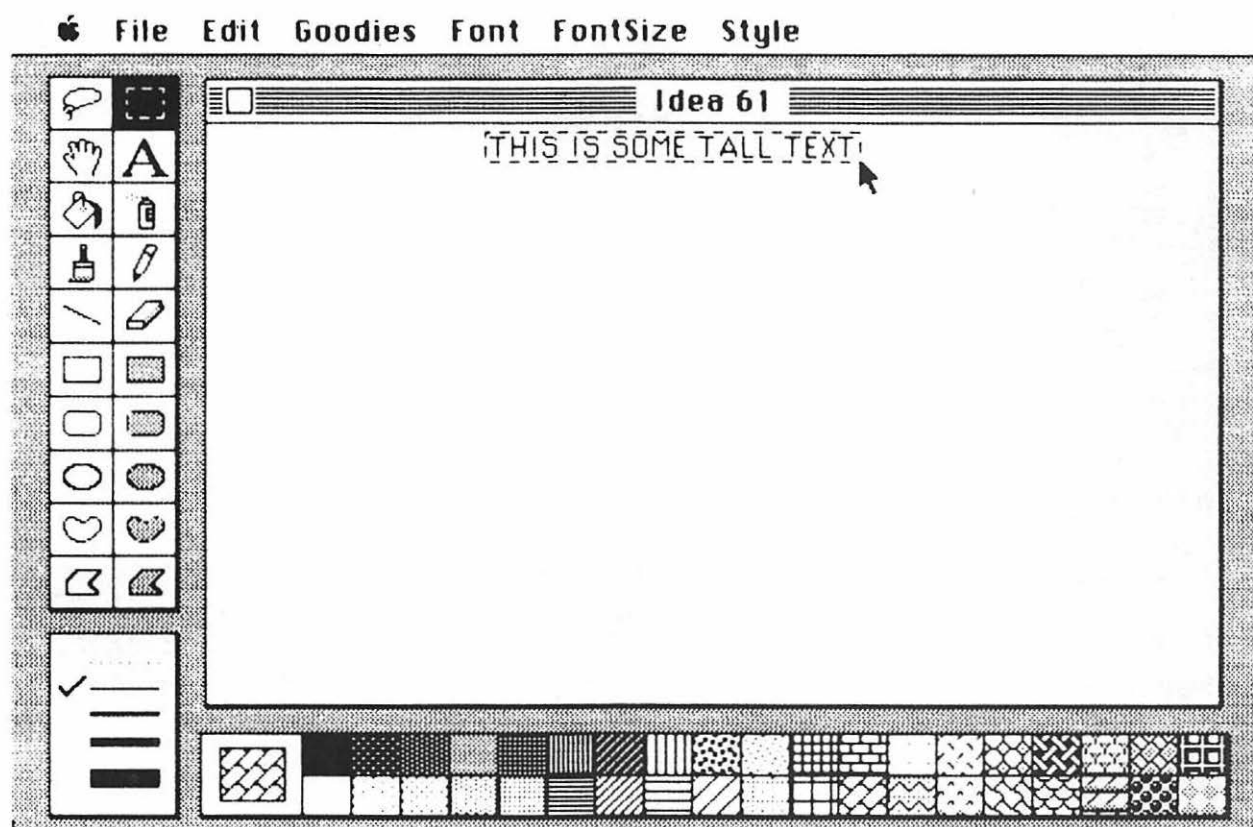
Anyway, one of the puzzles I always liked was the one that had a message hidden in something that looked like a bar code (only we didn't have those when I was a kid). The puzzle consisted of a picture like this:



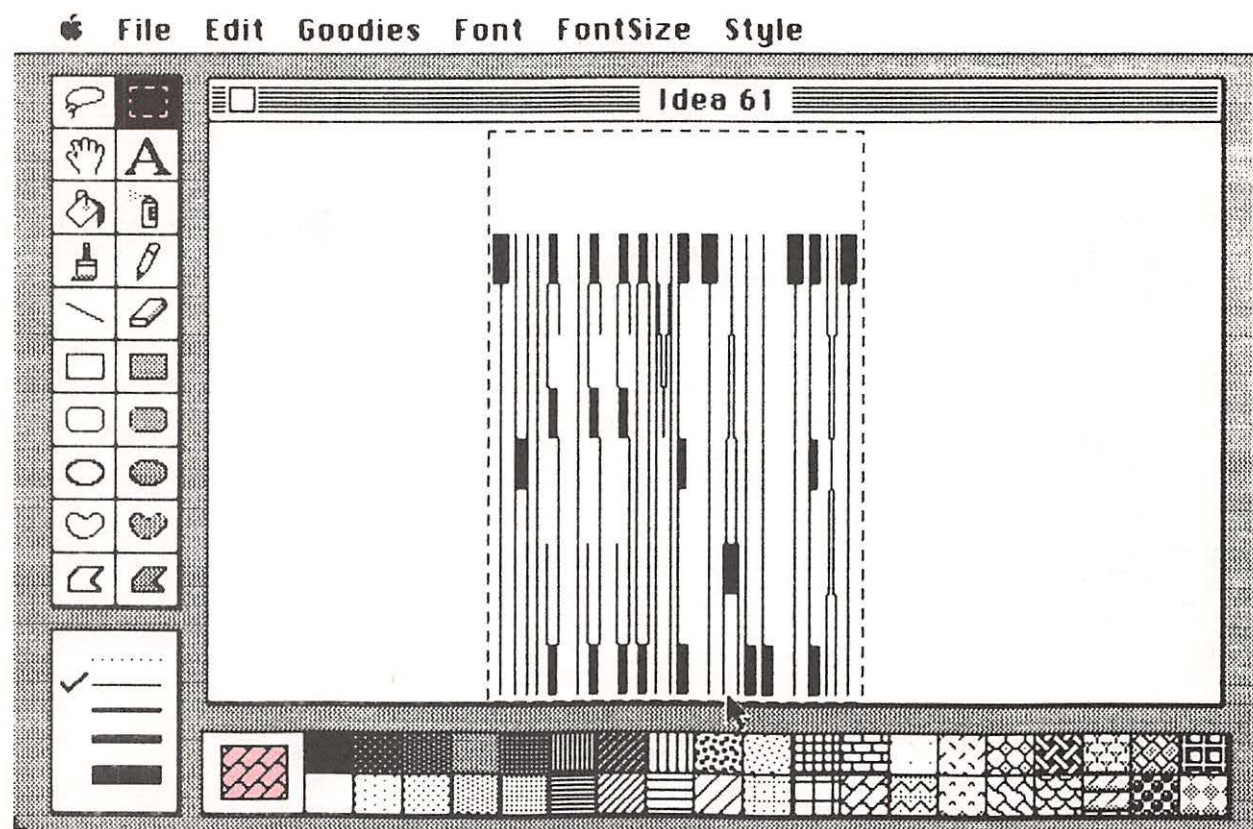
And you were supposed to read what it said. The trick to reading the message is to hold the paper edge-on to your line of sight and look down the page with one eye closed. By looking at the image at this angle, it becomes easy to read. You probably have either read the message or gone to the next idea by now.

In case you are still with me, I thought you might want to know how you can make your own hidden message of this sort—saying anything you want (you sly devil, you)—for inclusion with your next letter to your Aunt Mathilda. As is anything else I am able to accomplish before noon, it is

quite simple to make these messages. Using MacPaint, choose the **Text** option and write your message using 12-point **Geneva** (simple fonts and uppercase letters work best, although you should try others to see how they work for you). Once you have your selection on the screen and have proofread it for errors, select it with the **Selection Box**, making the top and bottom boundaries as close to the text as possible.



Next, you want to stretch the text downward as far as you can. To do this, move the cursor inside the selection box near the bottom line, hold down both the **Shift** and **Command** keys at the same time, press the mouse button, and stretch the selection box down as far as it will go.



Let up on the buttons and, *voilà*, you have your very own puzzle, ready to print and to astound your friends and neighbors.

IDEA **62** RIDDLES (WITH UPSIDE-DOWN ANSWERS)

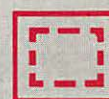
MacPaint



Text



Selection Box



Style

Font

Edit

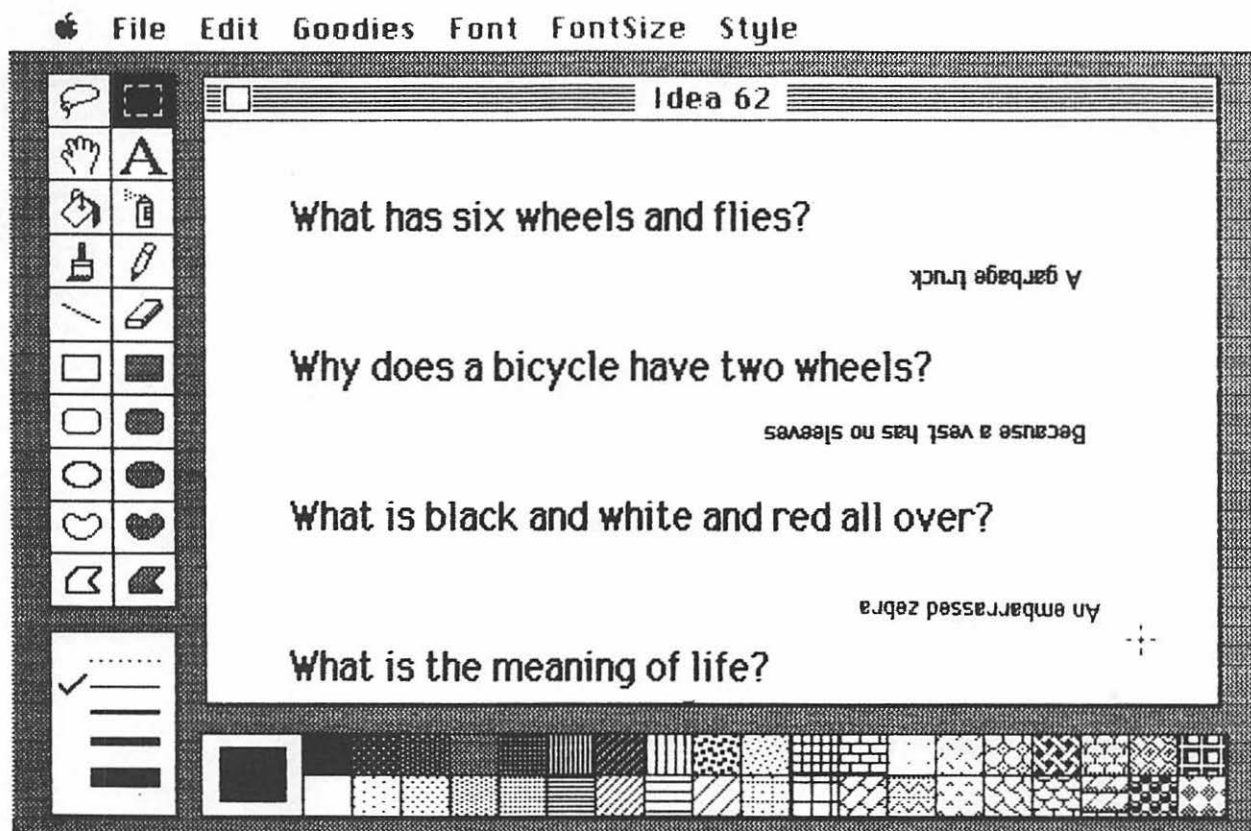
FontSize

While we are on the topic of puzzles, we mustn't ignore the riddle.

Collections of riddles abound, but think how much fun it would be if you could create your own collection. At least you would know the answers, even if no one else did.

Of course, any self-respecting collection of riddles has to have the answers included, and the strategic way to include answers is to have them appear upside down. (As an alternative, you could have them appear in Yoruba, or some other foreign language, but upside-down answers are more common.)

Using MacPaint, you can write the riddles in 14-point type and write the answers in 9-point type. Once the text has been entered, select each answer and rotate it twice, which turns it upside down.



IDEA 63 MIRROR WRITING

MacPaint



Text



Selection Box



Style

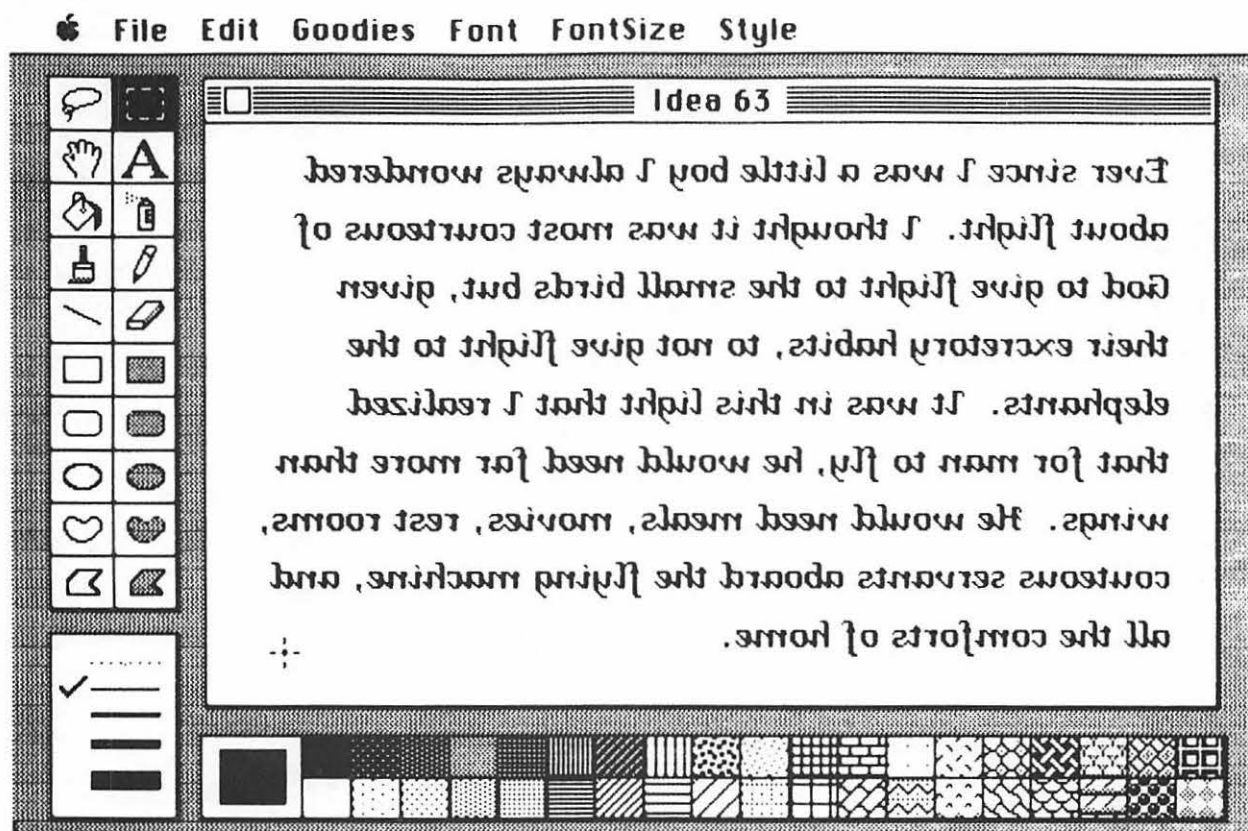
Font

Edit

FontSize

One of the greatest geniuses in history was Leonardo da Vinci. One of Leonardo's traits was that he wrote from right to left, so that you had to use a mirror to read his writing. On the outside chance that you think there is a correlation between brilliance and mirror writing, you should know how to do mirror writing with your Macintosh. The key to this practical application is first to type your messages using MacPaint. Next, select your text with the **Selection Box** and use the **Flip Horizontal** tool from the **Edit** menu. This will immediately transform your message into a mirror image that you can print and use to impress your friends.

If you have any friends named Medici, be sure to show them this trick—they will be *very* impressed.



IDEA 64 KALEIDOSCOPE

MacPaint



Paint Brush



Pattern

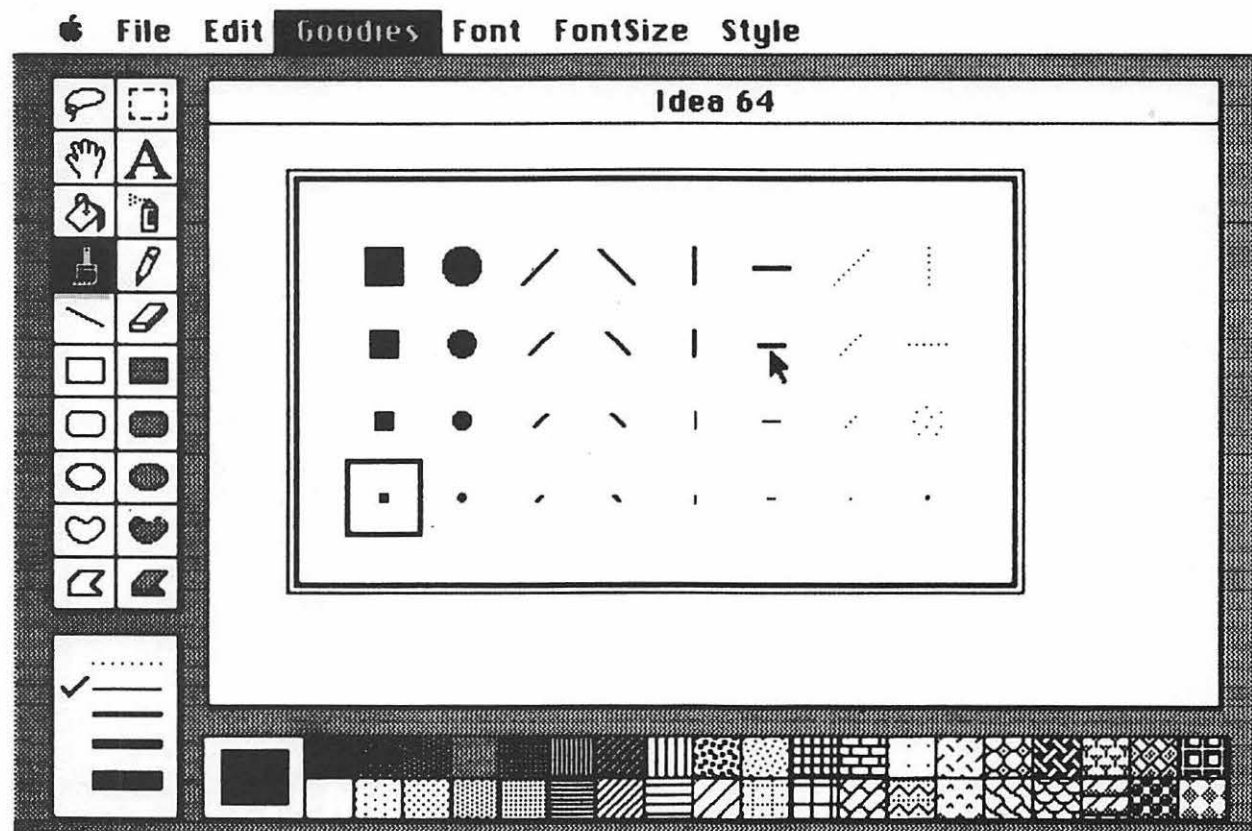


Fill

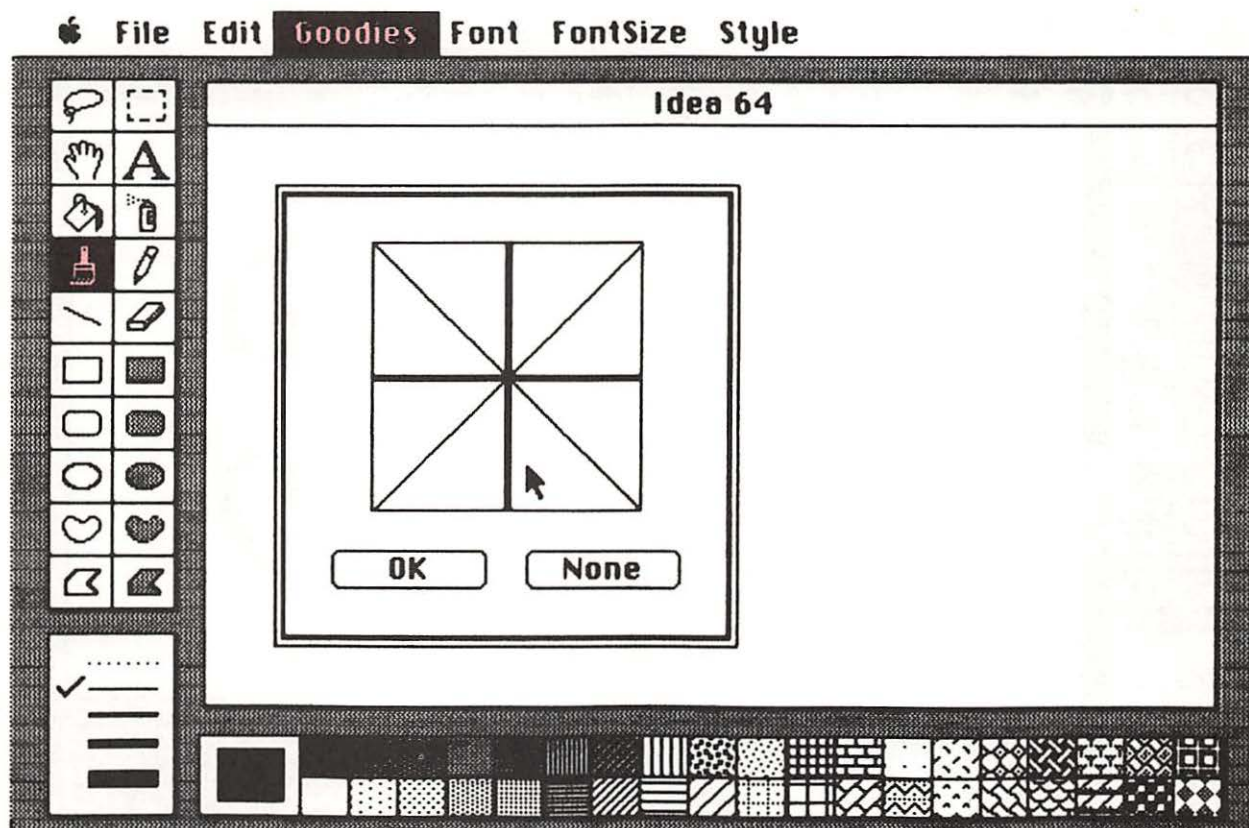
**Goodies**

One of my favorite toys is the kaleidoscope. It has always amazed me how a few mirrors and a few pieces of broken colored glass could be assembled to produce a device that makes such pretty images. It also amazed me, when I found that, for only a few thousand dollars more, I could create kaleidoscopic images on a display screen—with the Macintosh.

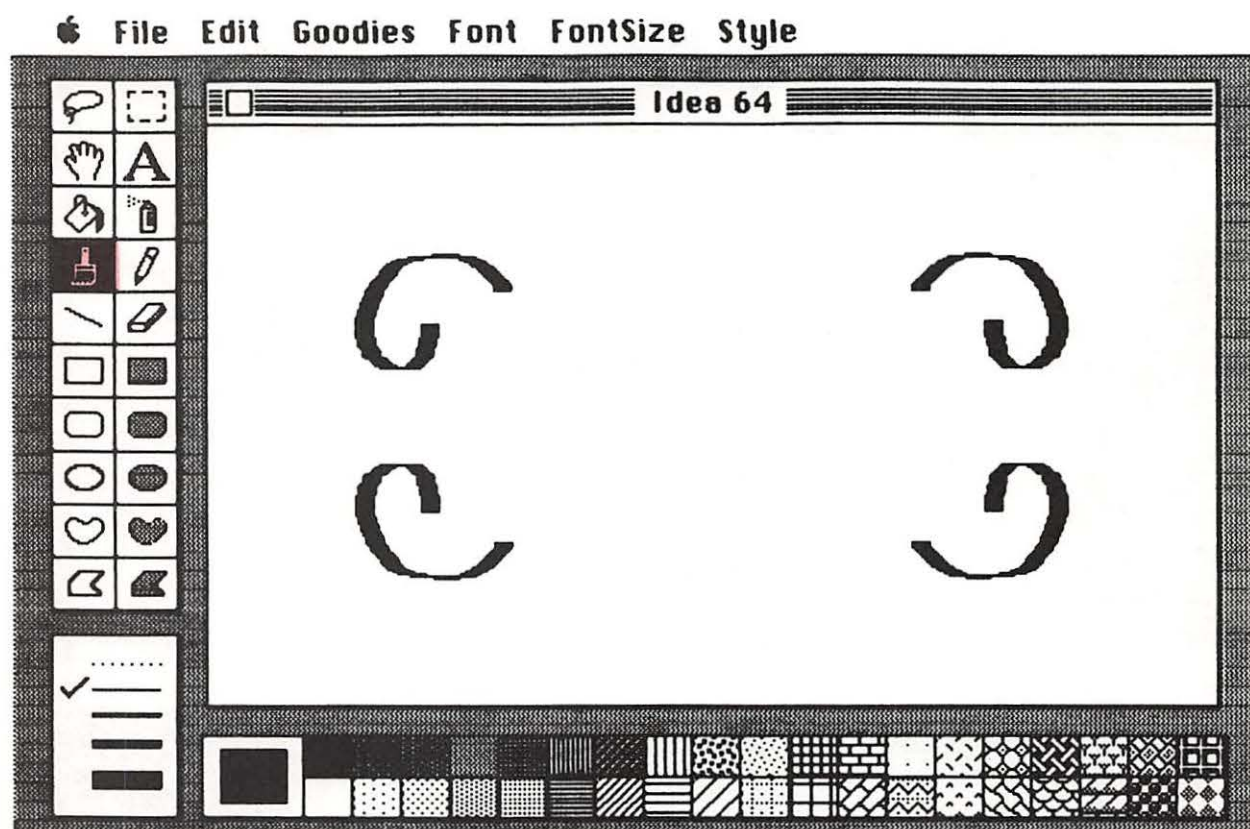
Kaleidoscopic pictures can be painted with the **Paint Brush** tool from the main MacPaint menu. If you haven't used the **Paint Brush** before, experiment with it. You can choose brush shapes from the **Brush Shape** item in the **Goodies** menu.



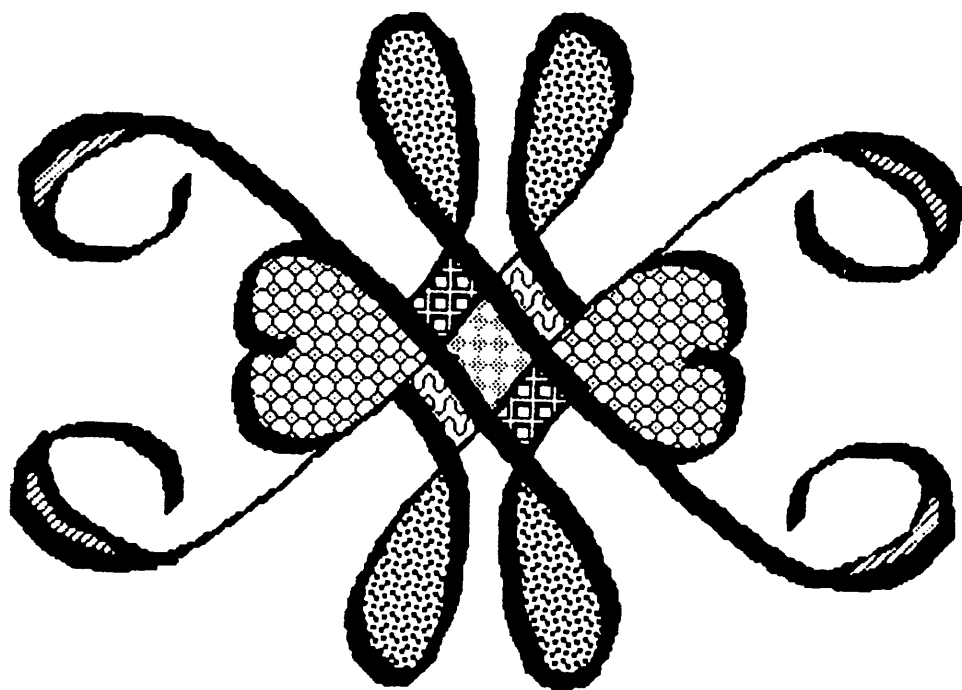
In addition to letting you choose a new brush shape, the **Goodies** menu has another selection called **Brush Mirrors**. The mirrors are the tools that let you create kaleidoscopic images. When you are ready to create a kaleidoscopic pattern, select the **Brush Mirrors** entry and you will see this image on the screen.



By clicking various lines with your mouse, you will be choosing the axes at which the mirrors will be located. For our pattern, I will choose the vertical and horizontal mirror. Once you have made your selection, select **OK** to return to your drawing screen. Now, if you start drawing a line, you will see three copies of your line being drawn in the other quadrants.



Brush mirrors let someone with little artistic talent create quite pretty pictures. Once the lines are drawn, you can fill the spaces with attractive patterns to complete your masterpiece.





MacPaint

IDEA 65 ORIENTAL



Pencil

CARPETS



Selection Box



Pattern



Fill



Filled Rectangle



Rectangle

Goodies



Line Width

File



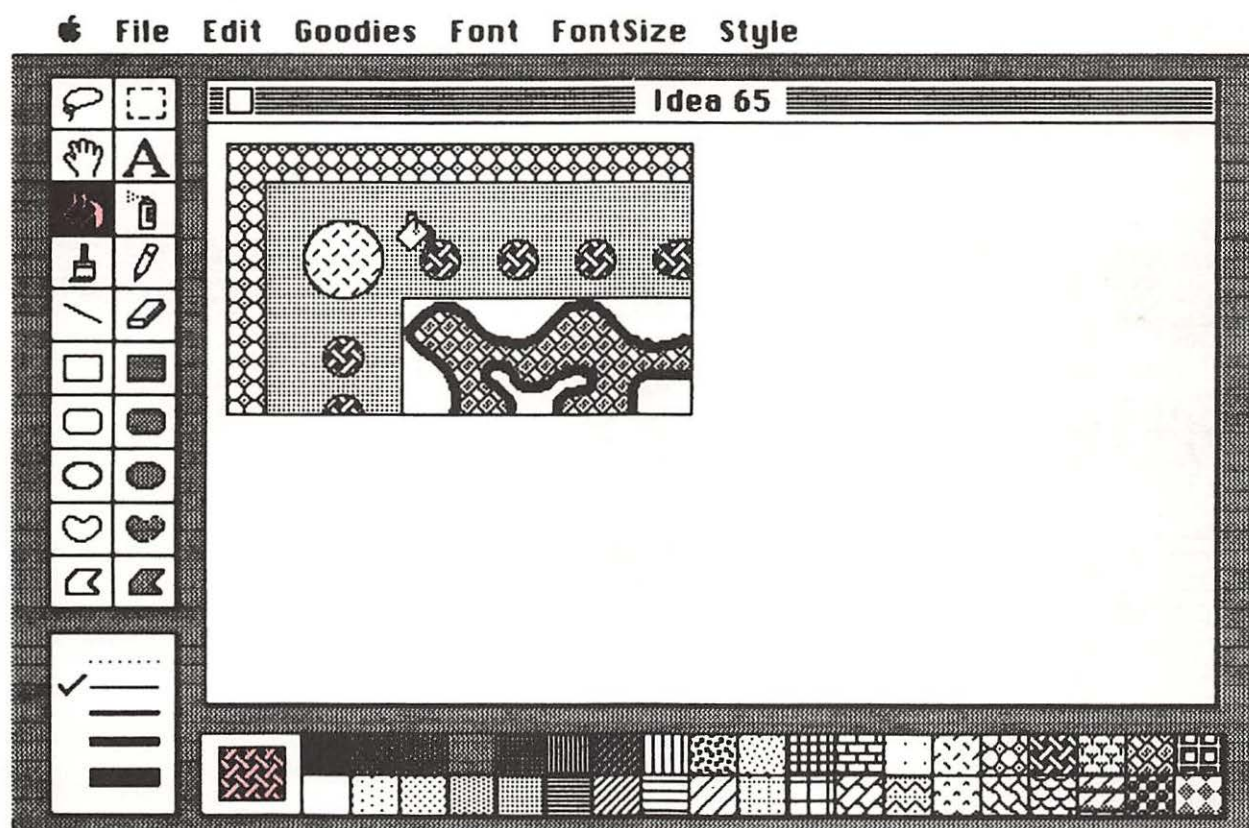
Oval

Edit

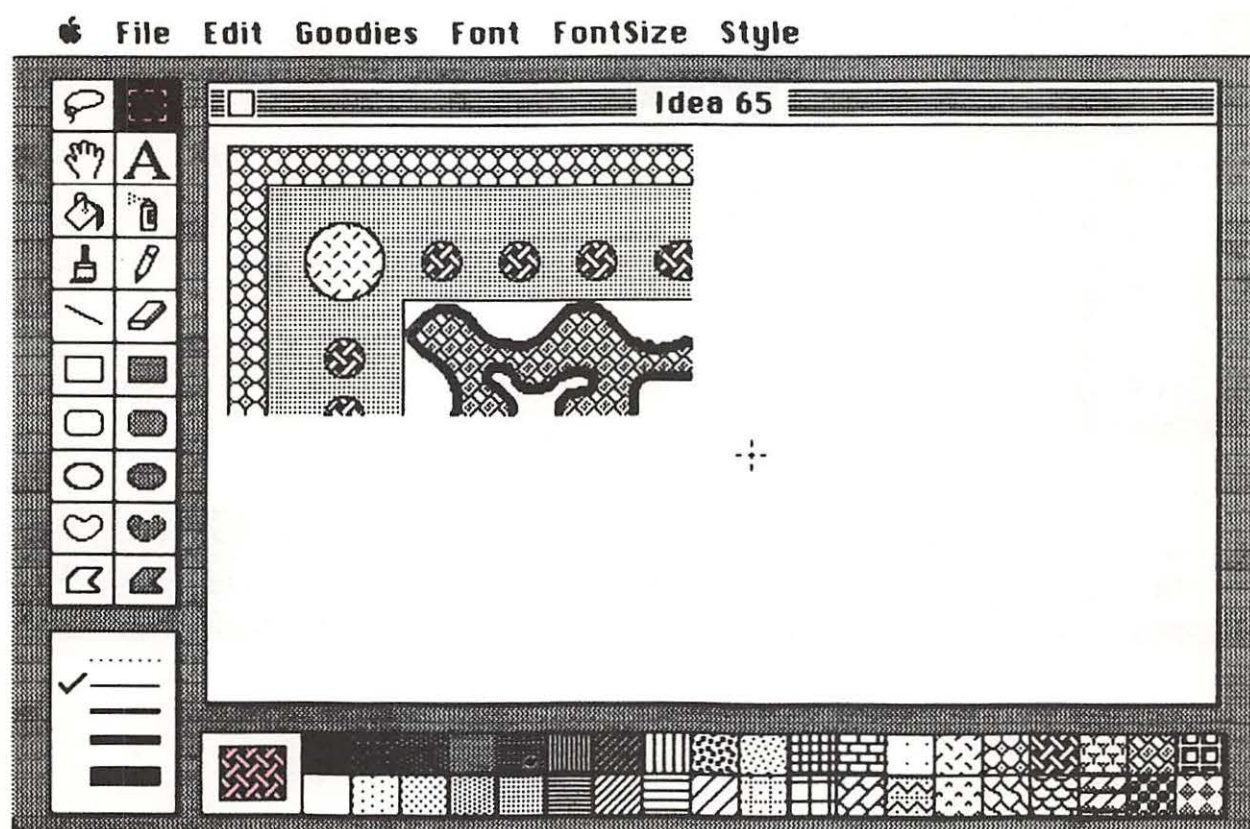
If you have a lot of time on your hands (and who doesn't these days), you might want to use your Macintosh to create Oriental carpet patterns.

And, then again, you may not.

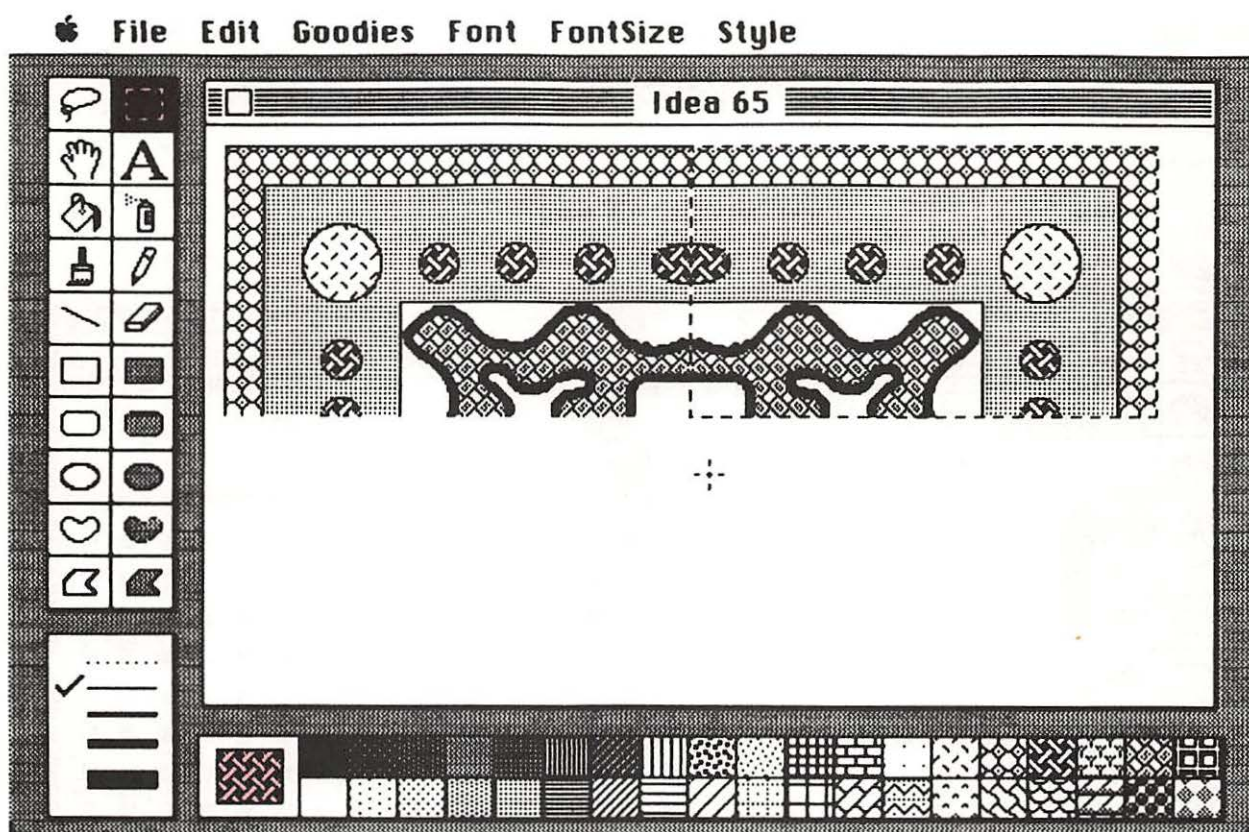
But if you do, you should know that you will have to create only one-fourth of the pattern—your Macintosh will gladly fill in the rest. To start, draw a rectangle that represents the upper left quadrant of the carpet. Start by creating the border pattern, then fill in the rest of the carpet quadrant until you have the design finished.



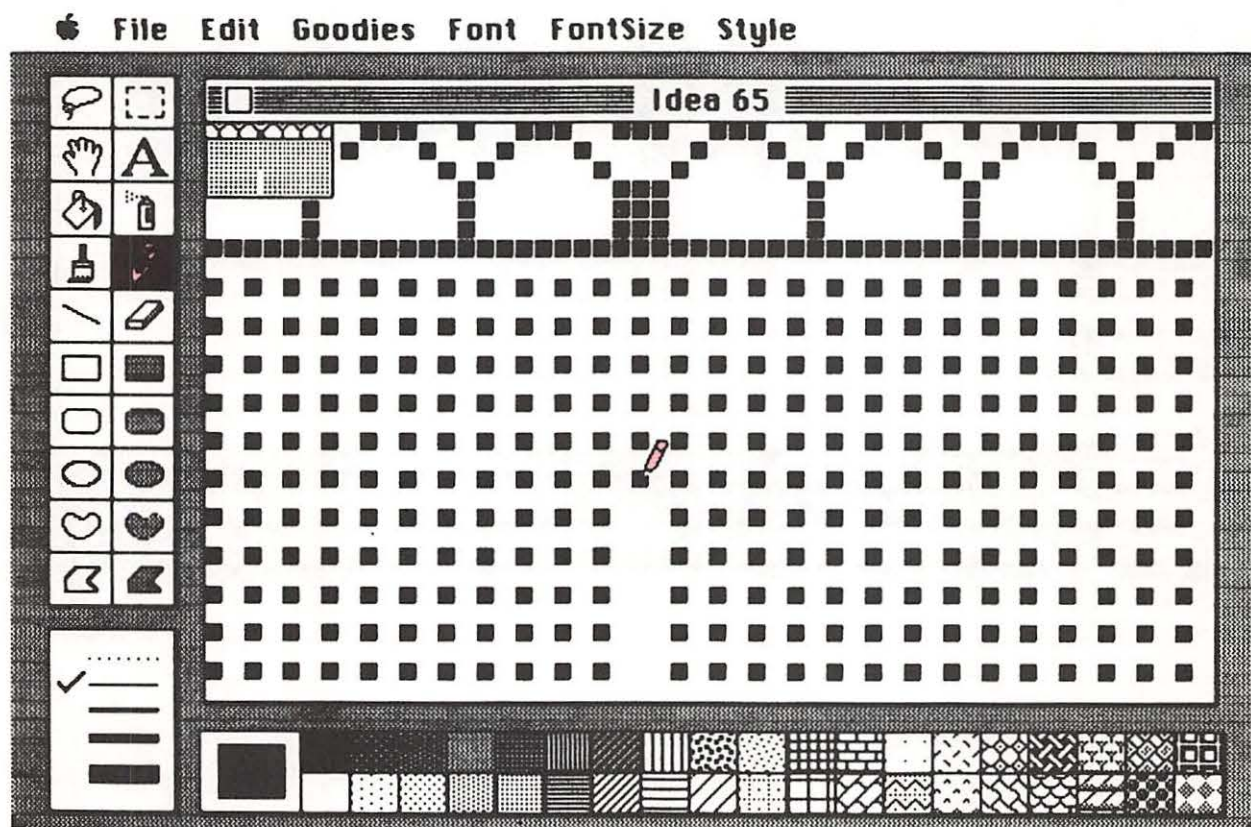
At this point, you have to do a little fixing up in order to make your whole carpet fit together smoothly. What you need to do is remove the lines at the right and bottom edge of the carpet. You can perform this chore using the white **Fill Pattern** and the **Filled Rectangle**. Choose the dotted line from the **Line** menu for the boundary. Any time this line is used, the boundary of a filled pattern is filled with the pattern as well, rather than being left black. By drawing two filled rectangles of solid white, you will be able to erase the left and bottom lines.



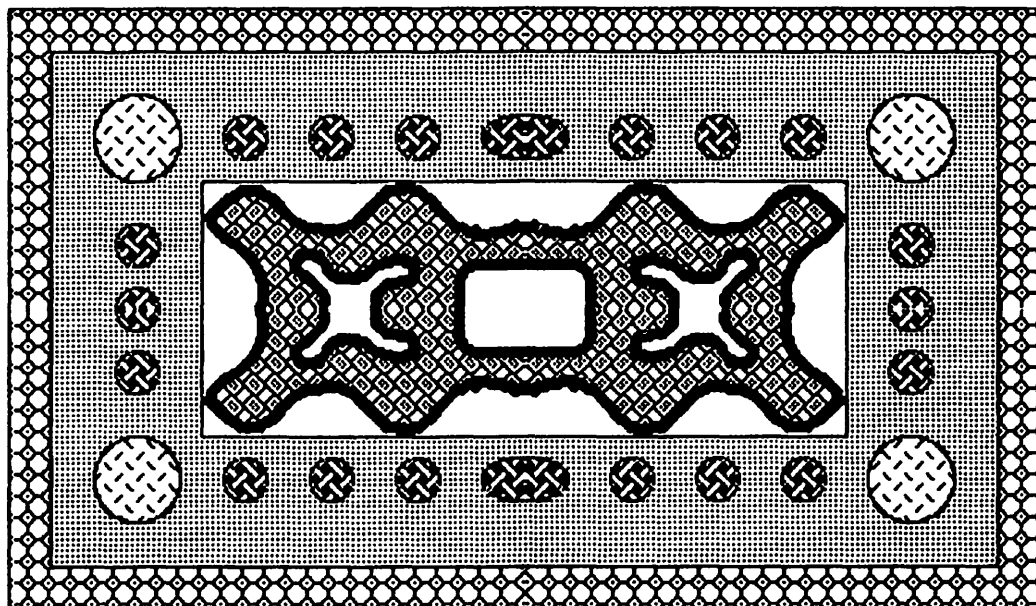
Once this chore is finished, place a selection box around your pattern and press the **Option** key as you move the image to the right. A copy of the original will be left behind. If you now select **Flip Horizontal** from the **Edit** menu, the image will be reflected into the proper orientation for the upper left quadrant of the carpet. Position this part until it is in place.



Repeat this process by holding down the **Option** key before moving the image to the lower right quadrant, and select **Flip Vertical** to make this part of the carpet. By doing this once more (with a horizontal flip) you will have finished the entire carpet pattern with only one-quarter the effort needed to draw the entire shape! However, your carpet pattern will have some gaps in it that need to be filled in using the **Pencil** tool: Select **FatBits** from the **Goodies** menu for a close-up view. The **Pencil** can be used to flip the color of a dot from black to white or white to black with a simple click of the mouse. Use this tool to fill in the pattern wherever you need to.



If you then print this pattern and fold it into a paper airplane, you will have made a flying carpet.





MacPaint

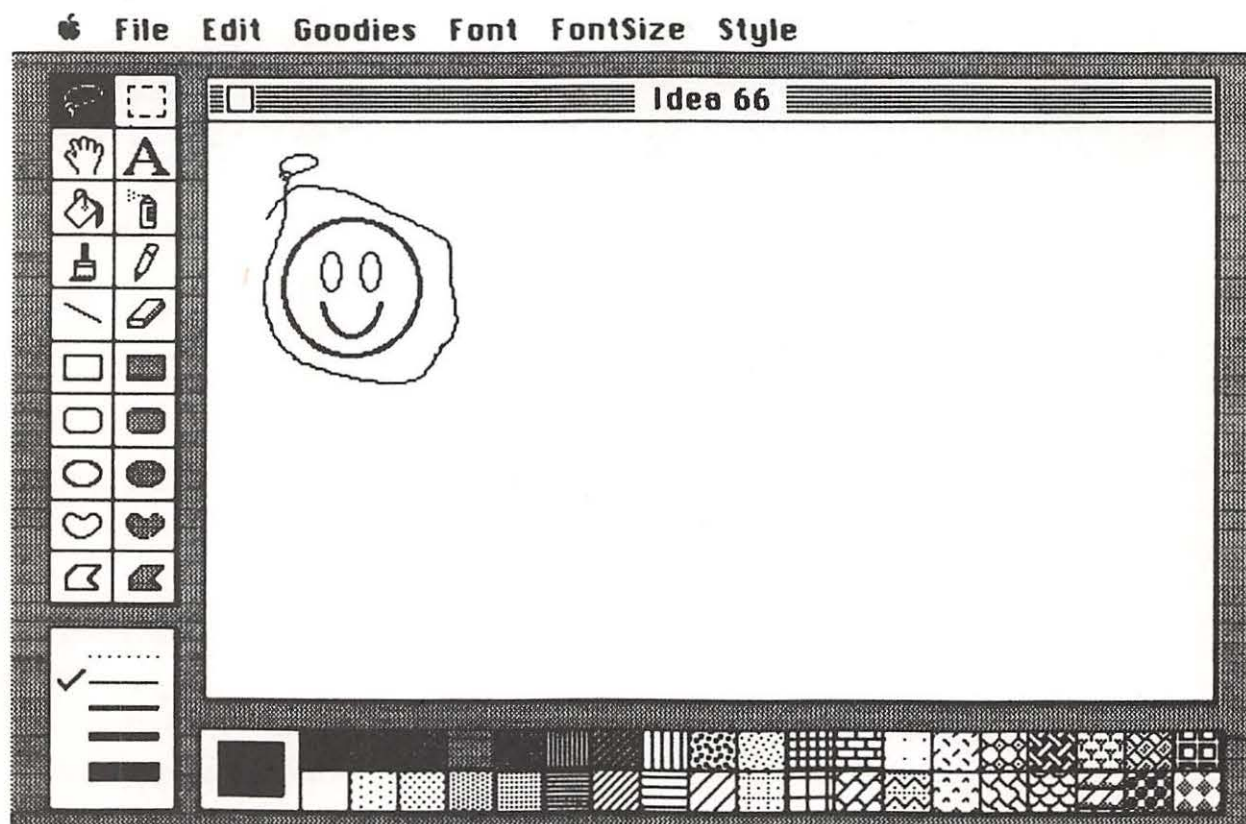
IDEA 66 RUBBER



Lasso

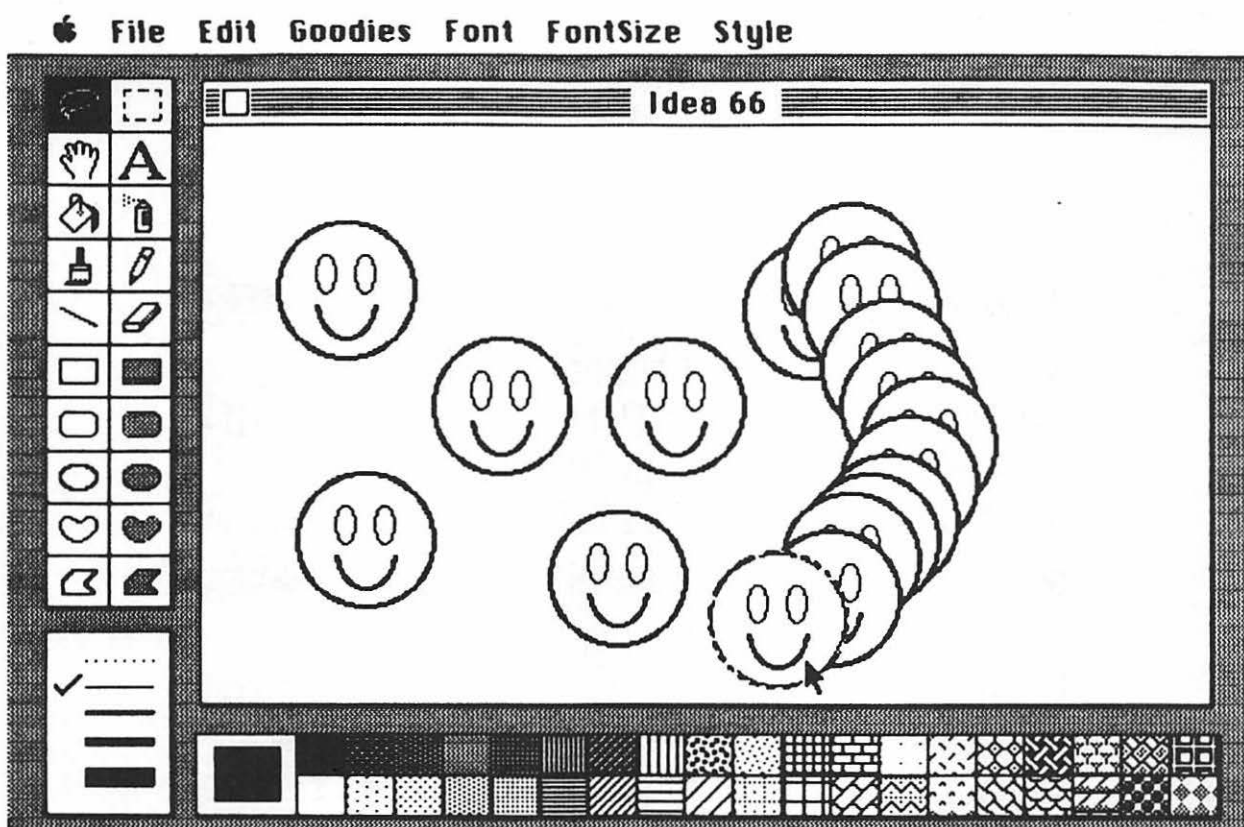
STAMPS

You can use any picture you have drawn as a stamp to draw many copies on the page. First, draw your shape, then select it by using the **Lasso** tool from the MacPaint menu to draw a line completely enclosing the shape.

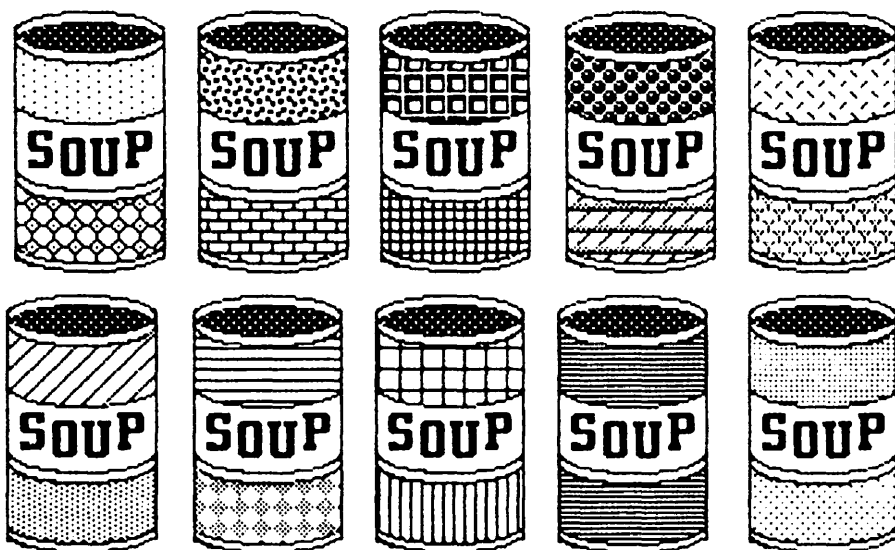
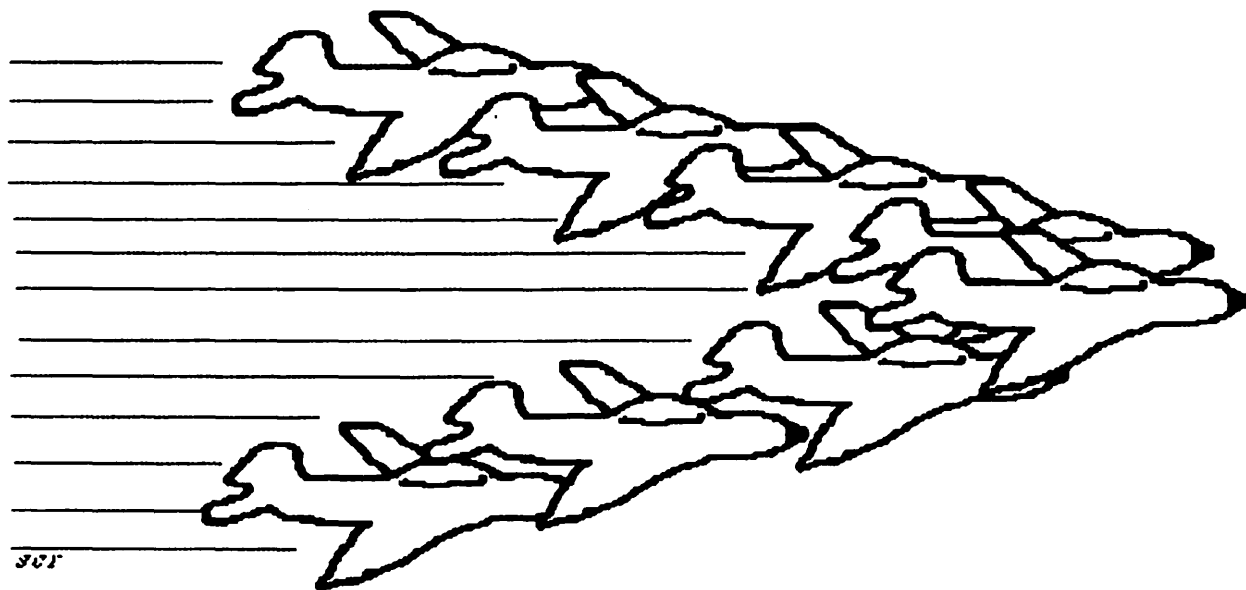


Once the line is completed and you lift up on the mouse button, any objects inside the line will be selected at *their* boundaries, rather than at the boundaries of a selection rectangle (which is why you used the **Lasso** and not the **Selection Box**).

You can then stamp lots of copies of this image around on the screen by holding down the **Option** key and dragging the shape around on the screen. Release the mouse button and relick it at each place where you want to leave a copy.



When you're through making happy faces you may want to try:

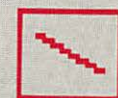


IDEA 67 NEEDLEPOINT

MacPaint



Line



Line Width



Rectangle

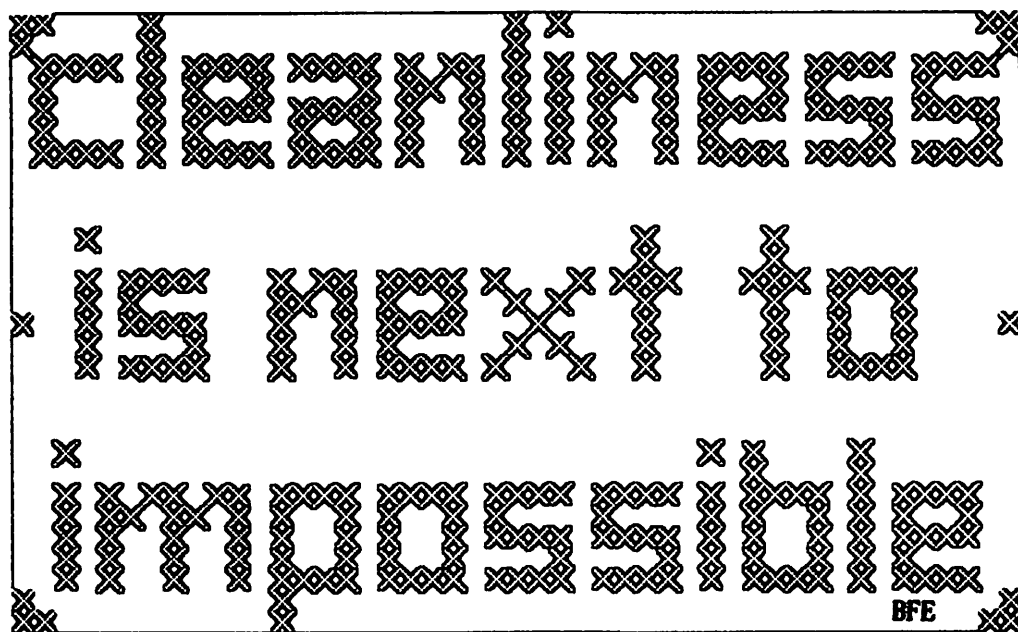
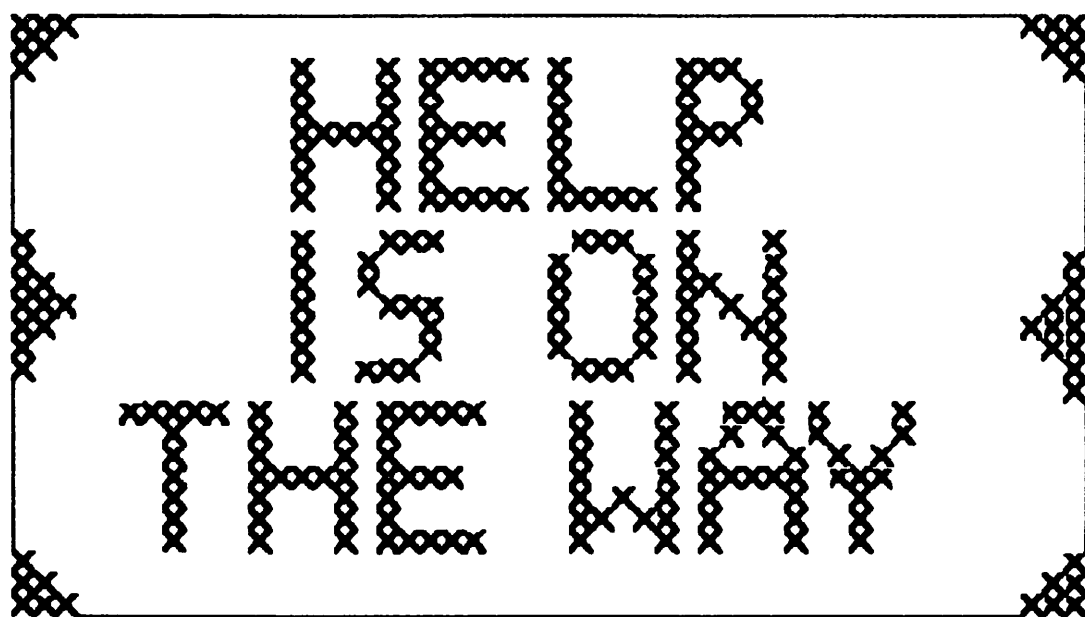


Selection Box



Goodies

The rubber stamp idea can be extended to create needlepoint patterns. First, set the **Grid** option, then create a small cross image using the **Line** tool. Make a border for your picture, select the cross image with the **Selection Box**, and stamp copies of it wherever you want it to appear. This is an application that can look nice when colored.



IDEA 68 QUILT

MacPaint



PATTERNS

Pattern



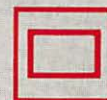
Fill



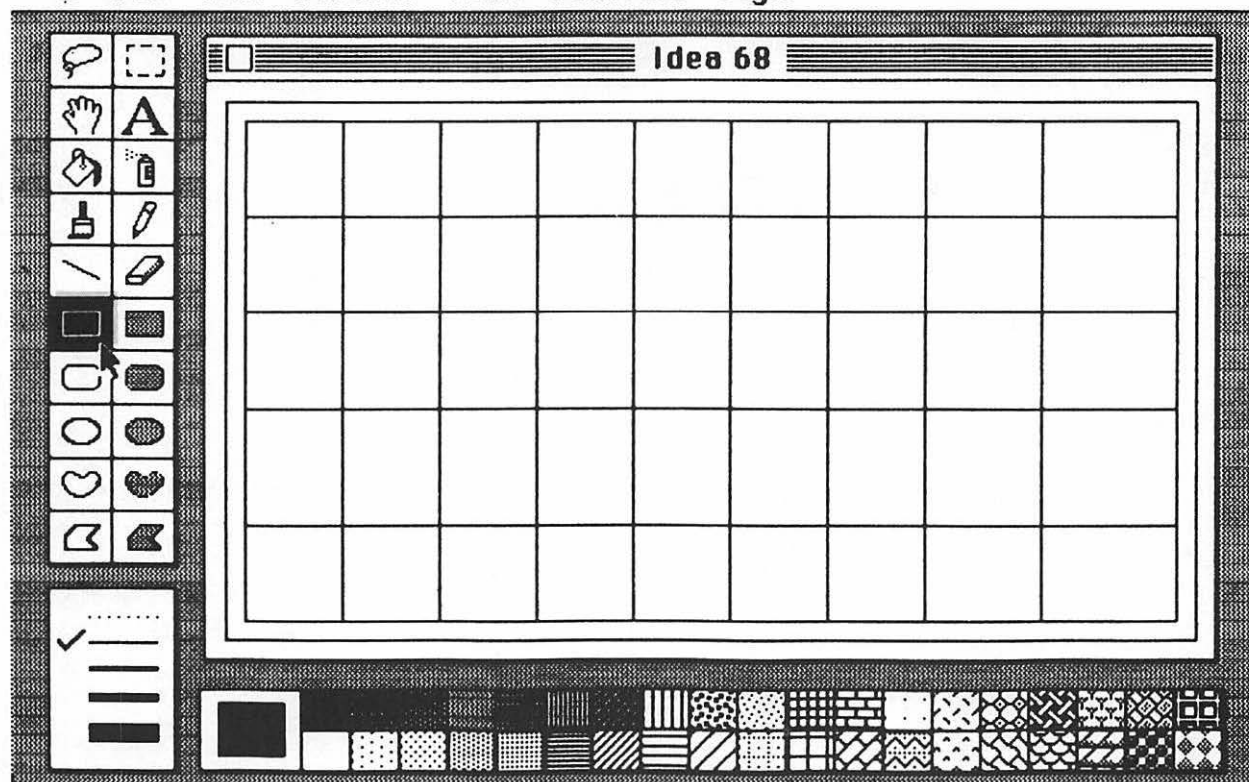
Line Width



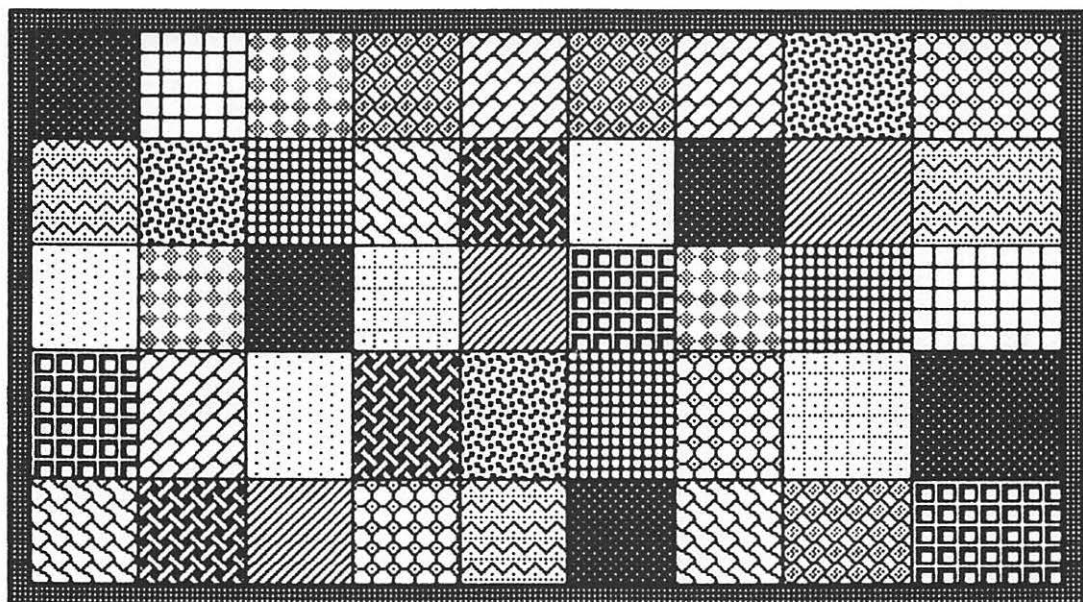
Rectangle


Goodies

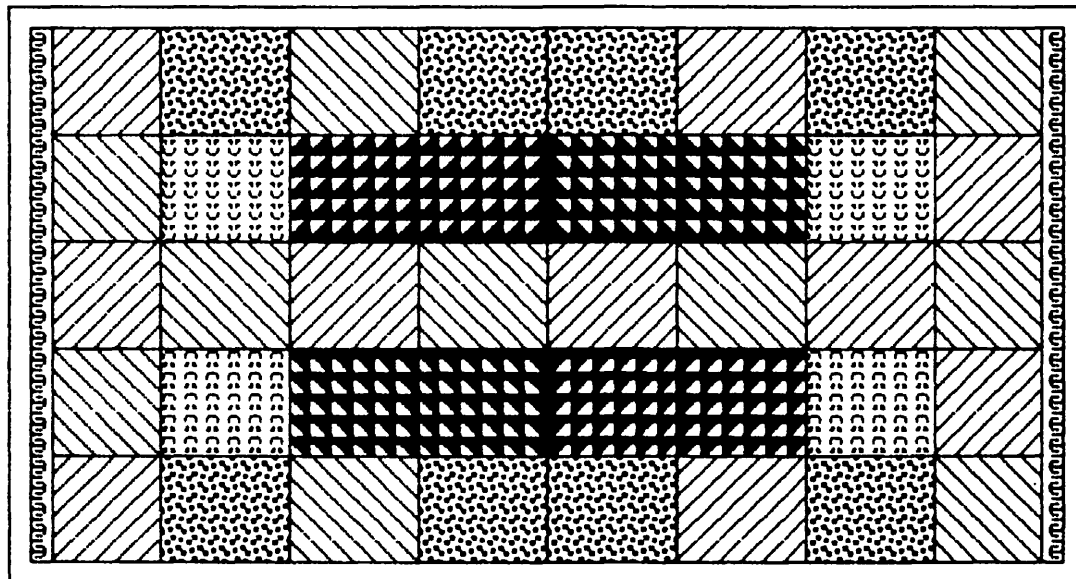
Though they won't keep you warm at night, quilt patterns made with MacPaint can be quite attractive. All you need to do to make these patterns is create a quilt grid on the screen, like the one on the next page.



Next, fill in each of the squares with appropriate fill patterns. You may want to make your own patterns to make your quilt distinctive.



Here's a quilt that uses five patterns. If you rotate one pattern you'll create the illusion of many more.





MacPaint

IDEA 69 WORDIES



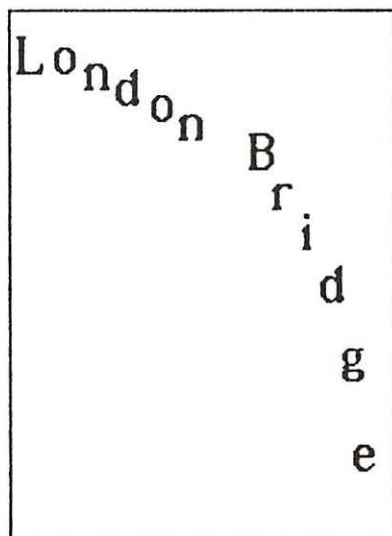
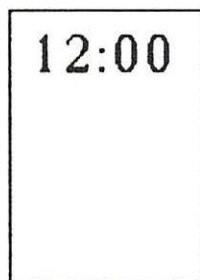
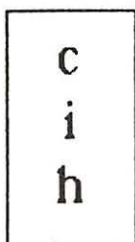
Text

Font

FontSize

Style

They are found in *Games* magazine; entire books are devoted to them; and I can't figure most of them out. What are they? They are "wordies"—puzzles that contain hidden messages.



THE pie SKY

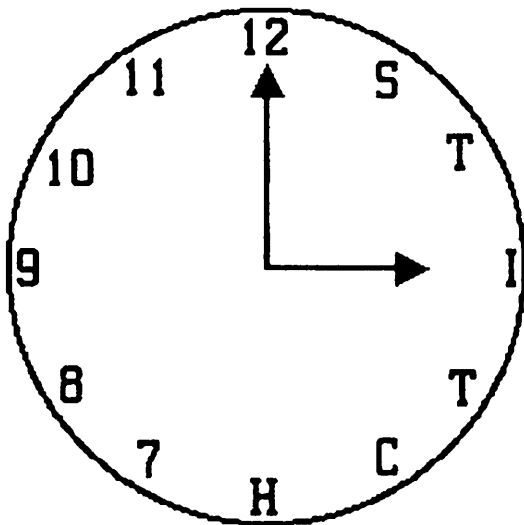
THE drop BUCKET

i r c l
c going e
c around e
i r c l

high
hog

u n
s

s
r
i
a
t
s



no good



the
dumps

How many can you read? "High on the hog"? "Pie in the sky"? "High noon"? "Hiccup" (hic up)? "Read between the lines"? "London Bridge is falling down"? "Going around in circles"? "A stitch in time"? "Up to no good"? "Down in the dumps"? "High on the hog"? "Drop in the bucket"? "Upstairs"? Well, you have the idea by now, so make some of your own!



MacPaint

IDEA 70 PIN THE TAIL

Paint Brush

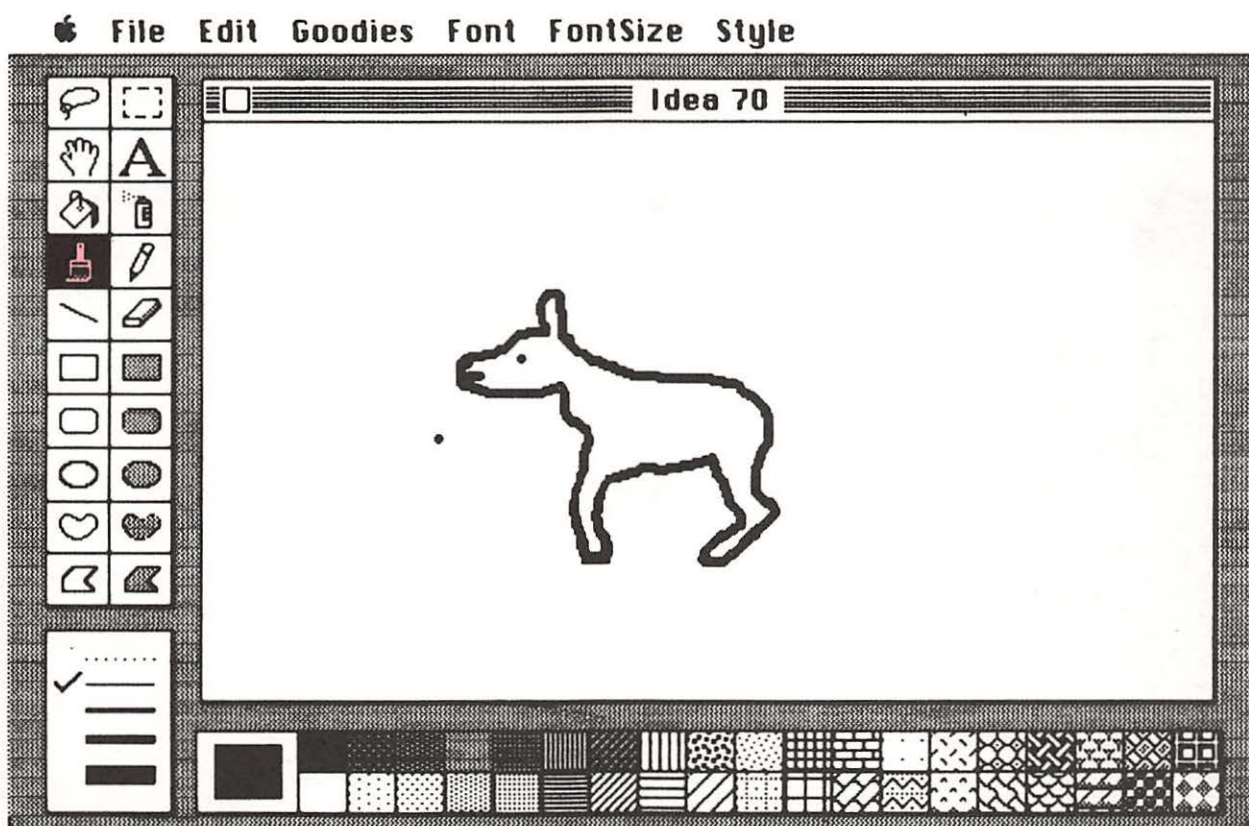
ON THE DONKEY

Lasso

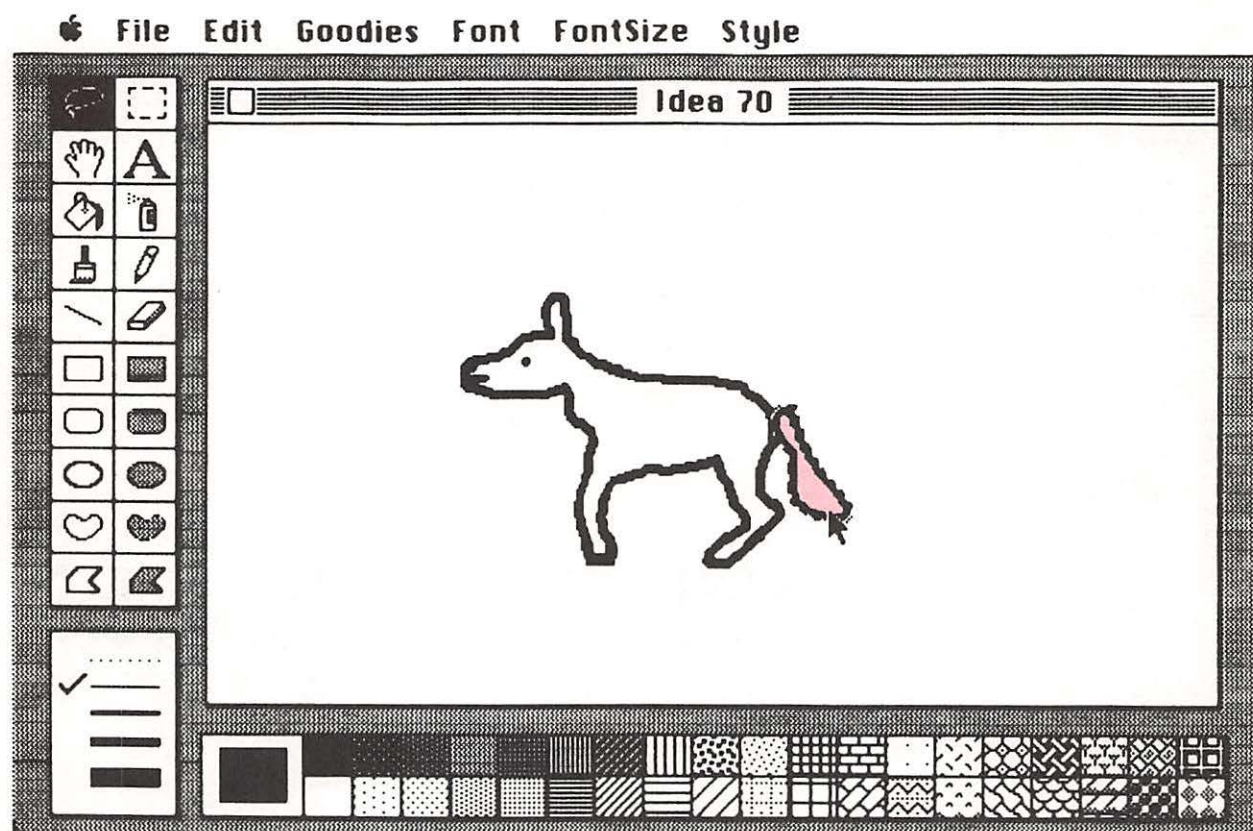
Edit

By now you are probably wondering why I haven't included any video games in this book. Well, folks, your wait is over. Yes, you are really going to celebrate another birthday, and a few of your good friends are coming to your house to have a party. Imagine their surprise when you announce that you are all going to play a game of "Pin the tail on the donkey"—on the Macintosh.

Well, it isn't that hard to do. First, you need a Macintosh with MacPaint and a blindfold. Draw a donkey (without tail) near the middle of the screen.



Next, draw an appropriate tail and select it with the **Lasso**. You should **Copy** it, just in case it gets lost by accident. Next, blindfold the player and lead him or her to the mouse with the button already pressed and the tail ready to move. Spin the player three times, hand over the mouse, and let the player try to get the tail in the right place.



And to think that you doubted the utility of the Macintosh!

IDEA 71 PLAY MONEY

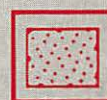
MacPaint



Paint Brush



Pattern



Line Width



Fill



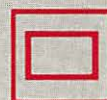
Font

Text



FontSize

Rectangle



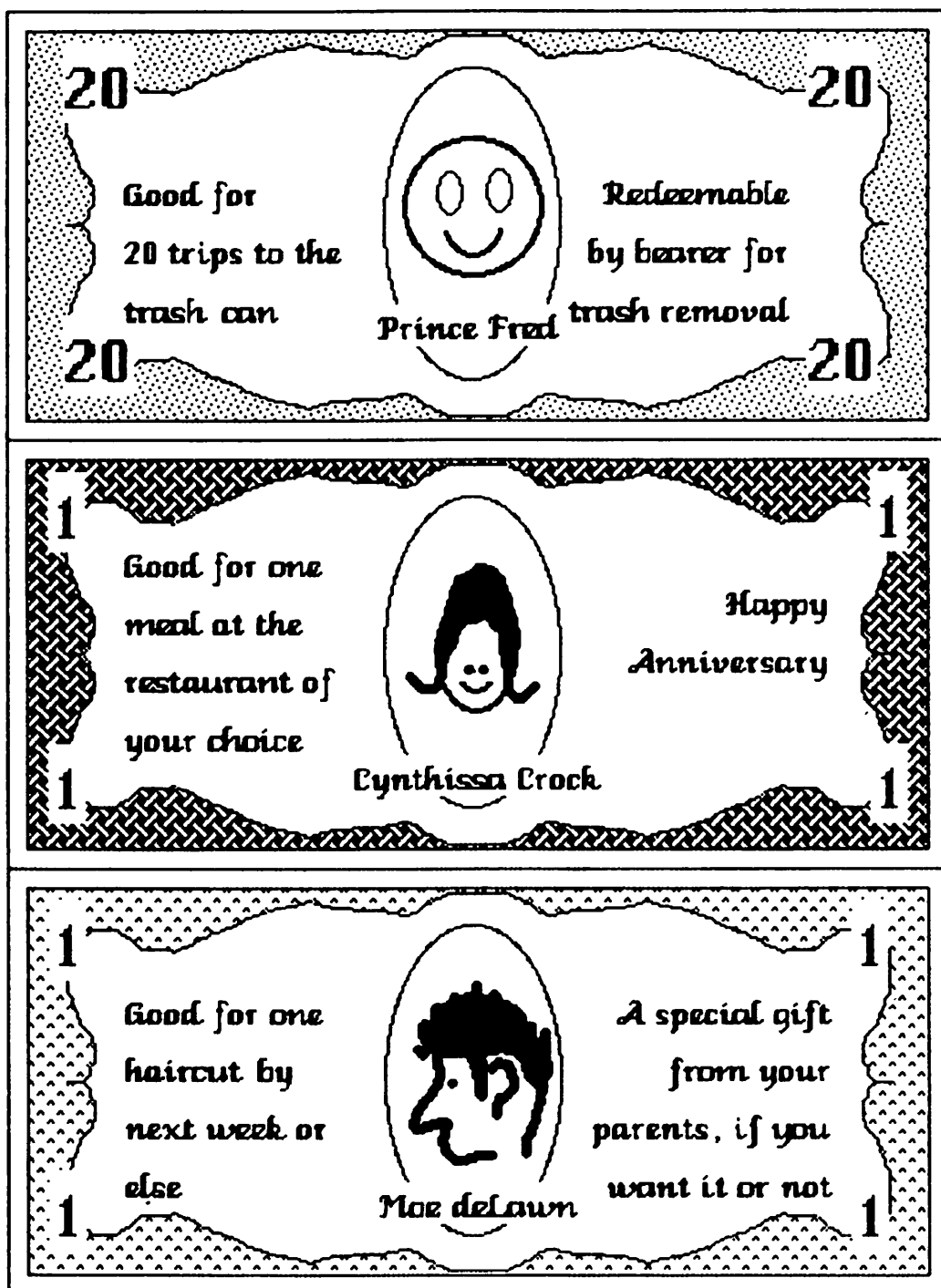
Style

Oval



Have you looked at the cost of play money lately? Given the fluctuations in our economy, we would sometimes be better off using the real thing. But there are many occasions when play money is invaluable—such as when you are making your own board games or when you want to give a special gift to someone.

As with so many other useful applications, play money is best made using MacPaint.



IDEA 72 GRAFFITI

MacPaint



Pattern



Fill



Spray Can



Paint Brush

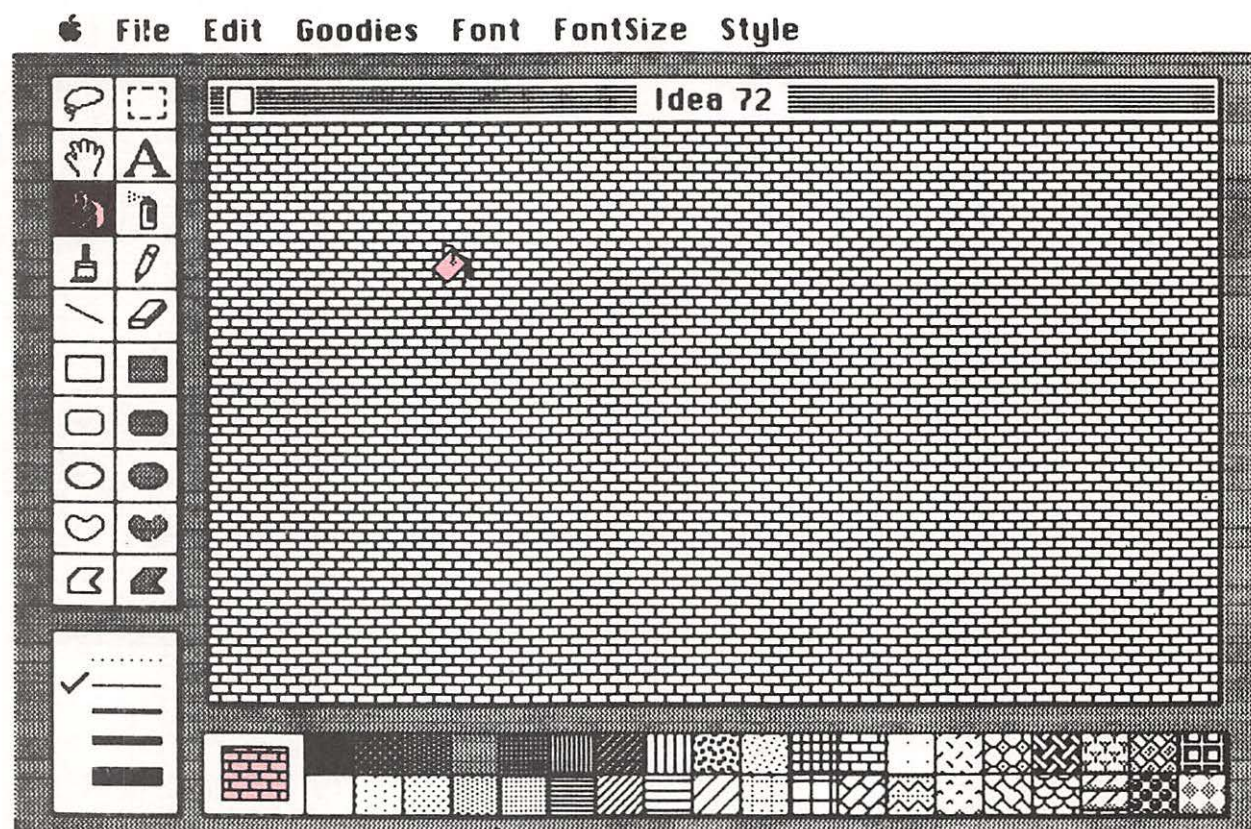


Goodies

I know the feeling well: Your sense of social justice swells within you until you know you will burst if you can't express yourself in public. So you run to the basement, find a can of spray paint, and then go looking for a blank wall. Of course, you may find that others have beaten you to the prime locations and all the wall space is taken. Also, the local police may not share your concern for justice and be more concerned with the fact that you are defacing property.

The solution to this problem is to spray paint on a picture of a brick wall in the privacy of your own home using your very own Macintosh.

Step one involves filling the page with an image of a brick wall. Fill the window with the brick pattern from the **Fill Pattern** menu.



Then shift the window down using **Show Page** to fill the second part of the window. Once you have your bricks in view, select your **Paint Brush** or **Spray Can** and, using the solid black pattern, write the message that burns inside you.

**FREE
the
Indianapolis
500!**

There, that feels better now, doesn't it?



MacPaint

IDEA **73** THE

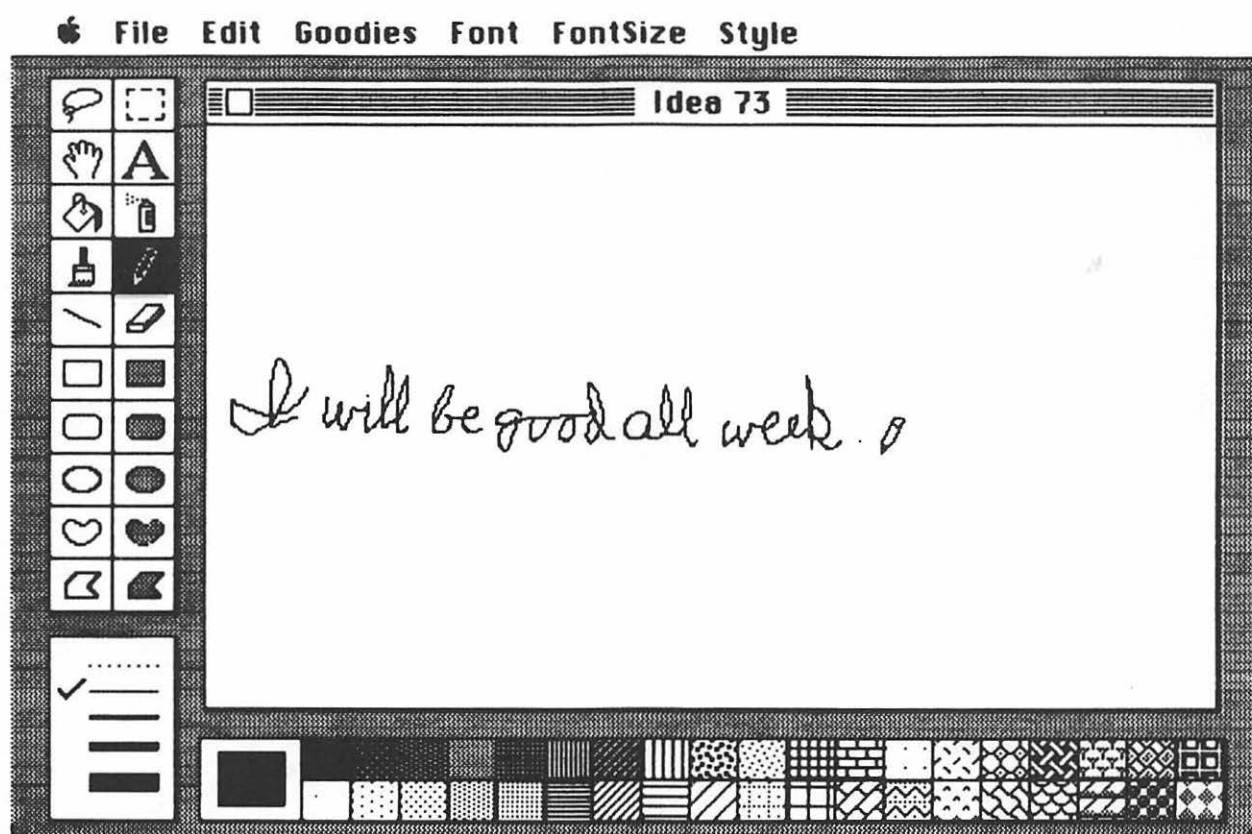
Pencil

PUNISHMENT

Lasso

Do you know some poor child who is confined in a classroom with a teacher who doesn't think that putting gum in Alicia's braids is very funny? We all went through school knowing at least one teacher that strict. And we all knew that we would be punished by having to write sentences 50, or 500, or, when we mixed cement in with the muffin mix and the school cafeteria had to extract their Mixmaster with a jackhammer, 5000 times.

Well, now that Macintosh is here, this task can be carried out with far greater ease than ever before. The first step is to use MacPaint to write the sentence once.



Next, select the sentence with the **Lasso** and, using the **Option** key, make copies of the sentence on the page.

I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week
I will be good all week

Before you know it, you will have the assignment completed! Of course, you may have to work hard to convince your teacher that you wrote all these sentences by hand. Perhaps other styles would be more convincing:

I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!
I will WORK on my Mac skills!



MacPaint

IDEA **74** HALF WORDS

Selection Box

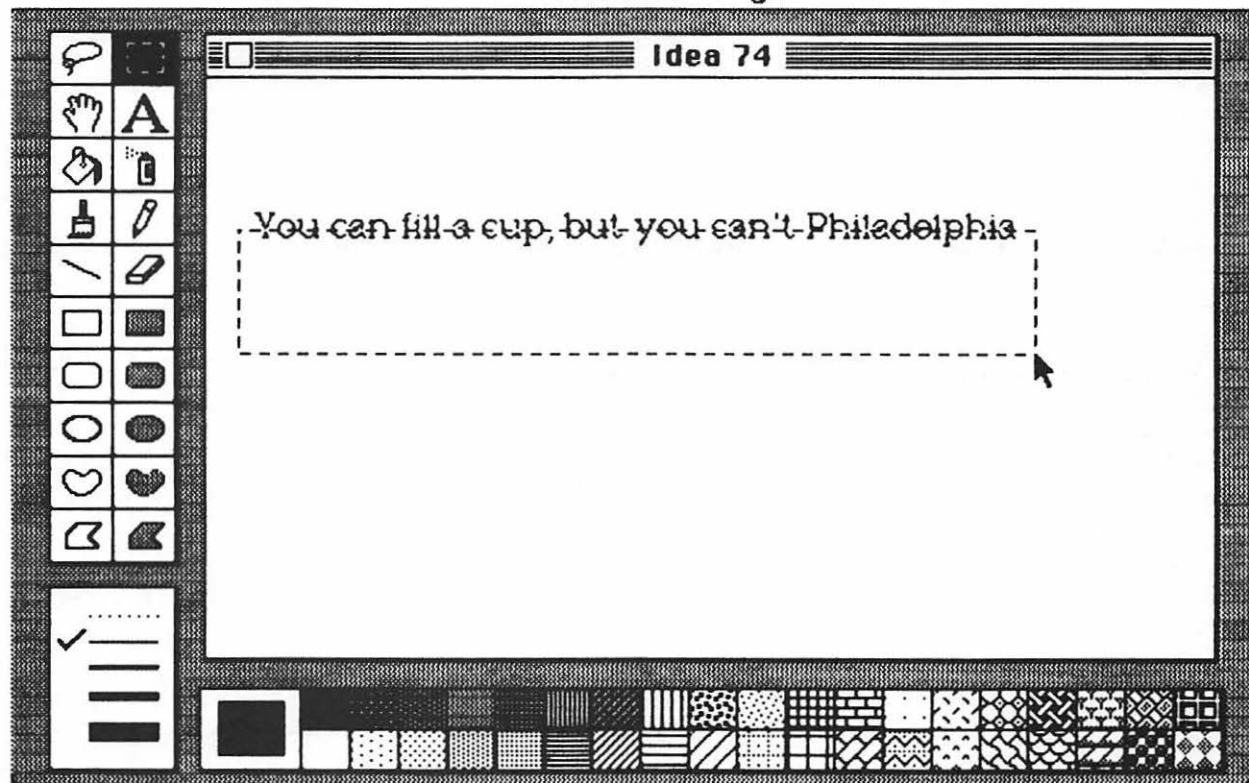


Text

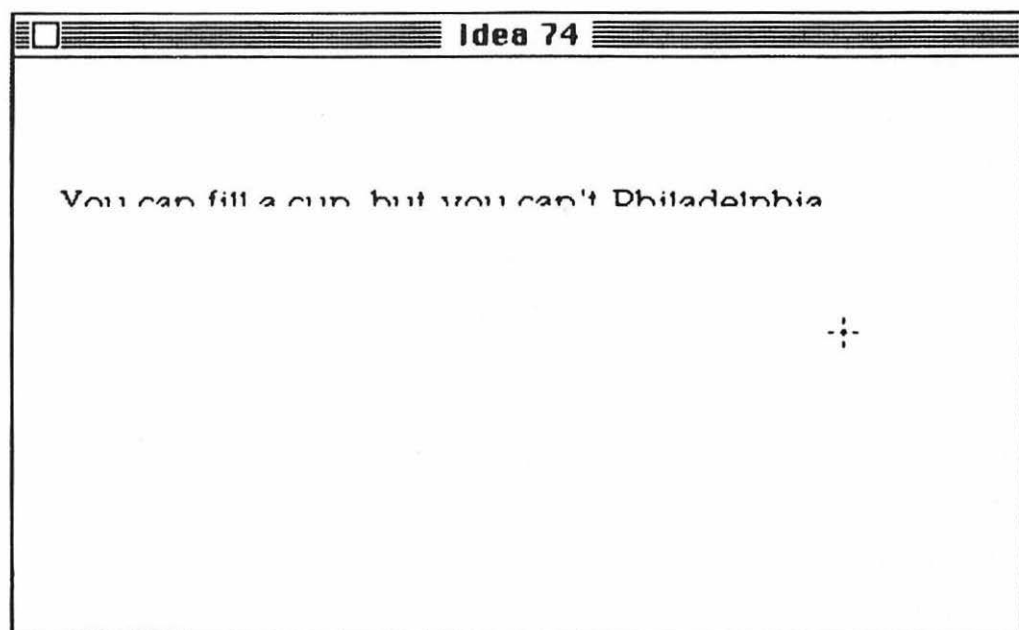
Can you read the following sentence?

This is a test of your reading skill

This half sentence shows that we don't need to see an entire letter to recognize it. In fact, we appear to be able to read just fine by looking at the top half of a word. To experiment with half words of your own, just type a sentence and select the lower half with the **Selection Box**.



If you now press the **Backspace** key, the bottom half of the sentence will be erased.



Now that you've had some practice, try your skill at reading these:

You can tune a piano, but you can't tuna fish

Don't worry if your job is small
And your rewards are few
Remember that the mighty oak
Was once a nut like you

A fly and a flea in a flue
Were imprisoned so what could they do?
Said the fly "I let us flee!"
"I let us fly!" said the flea
And they flew through a hole in the flue

I asked my mother for fifty cents
To see the elephant jump the fence
He jumped so high that he touched the sky
And never came back till the Fourth of July

A horse and a flea and three blind mice
Sat on a curbstone shooting dice
The horse he slipped and fell on the flea
The flea said "Whoops, there's a horse on me!"

IDEA 75 INVERSIONS

MacPaint



Line



Line Width



Selection Box



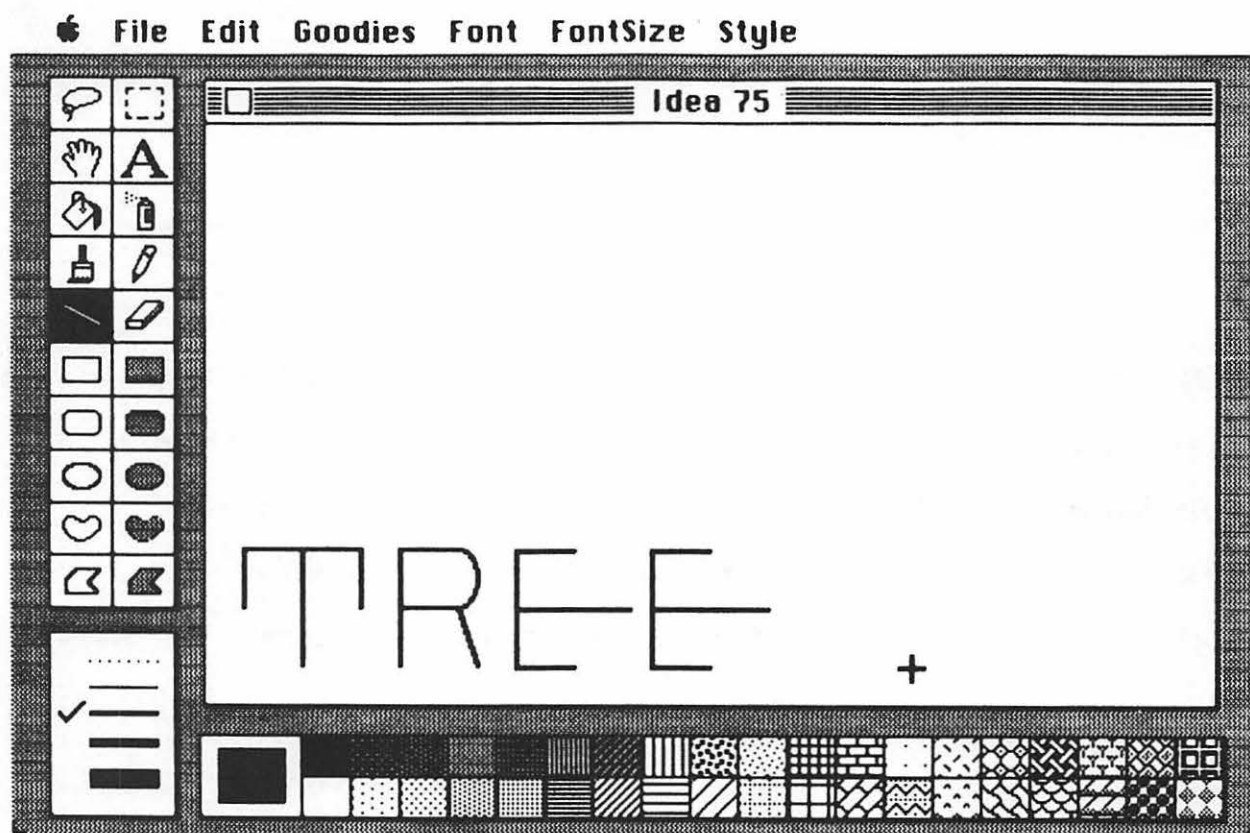
Edit

Artist, computer scientist, and generally interesting and nice guy Scott Kim has written a book called *Inversions* (Byte Books) that consists mostly of words that he has written so that they look the same upside down as right side up. He also experiments with other inversions, including mirror images. For example, the following is an inversion of my son's name:

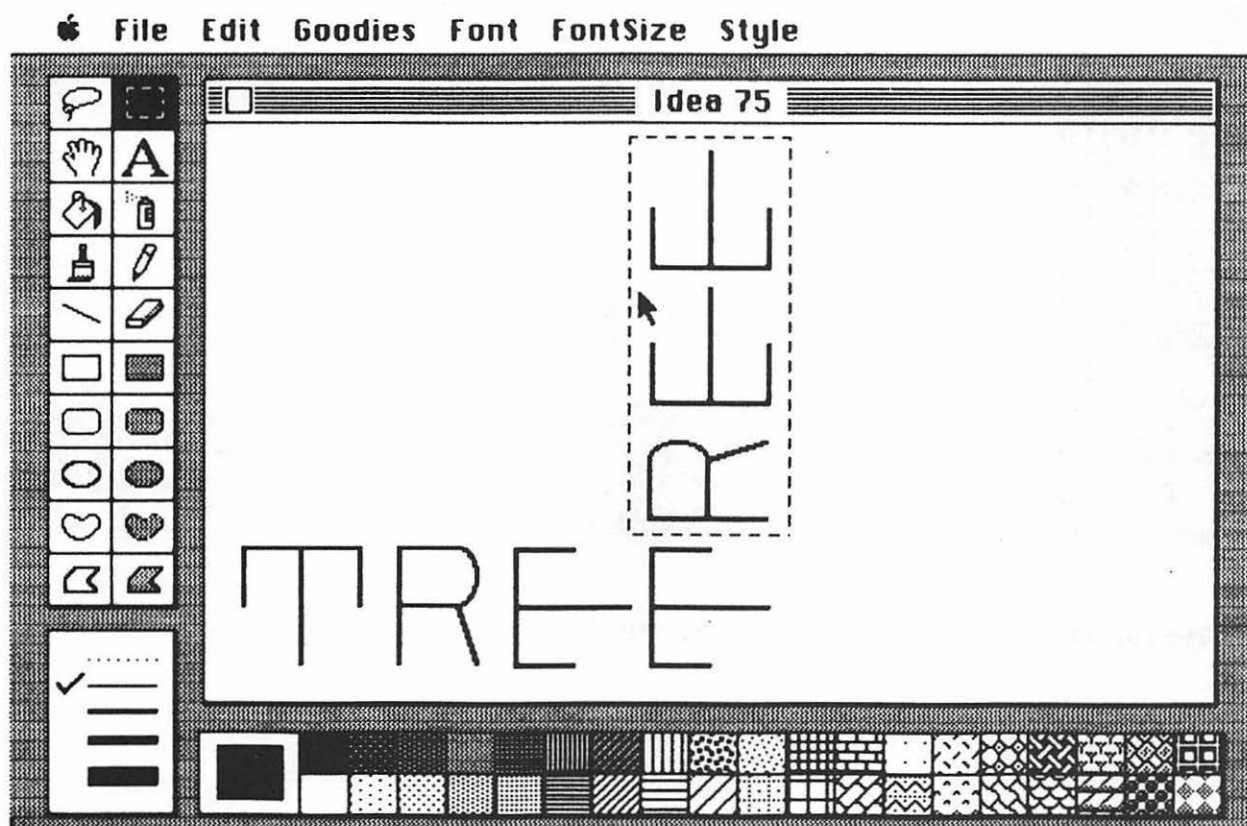
harkley

When making inversions yourself, the Macintosh can be a valuable tool since it lets you select letters and mirror them or rotate them.

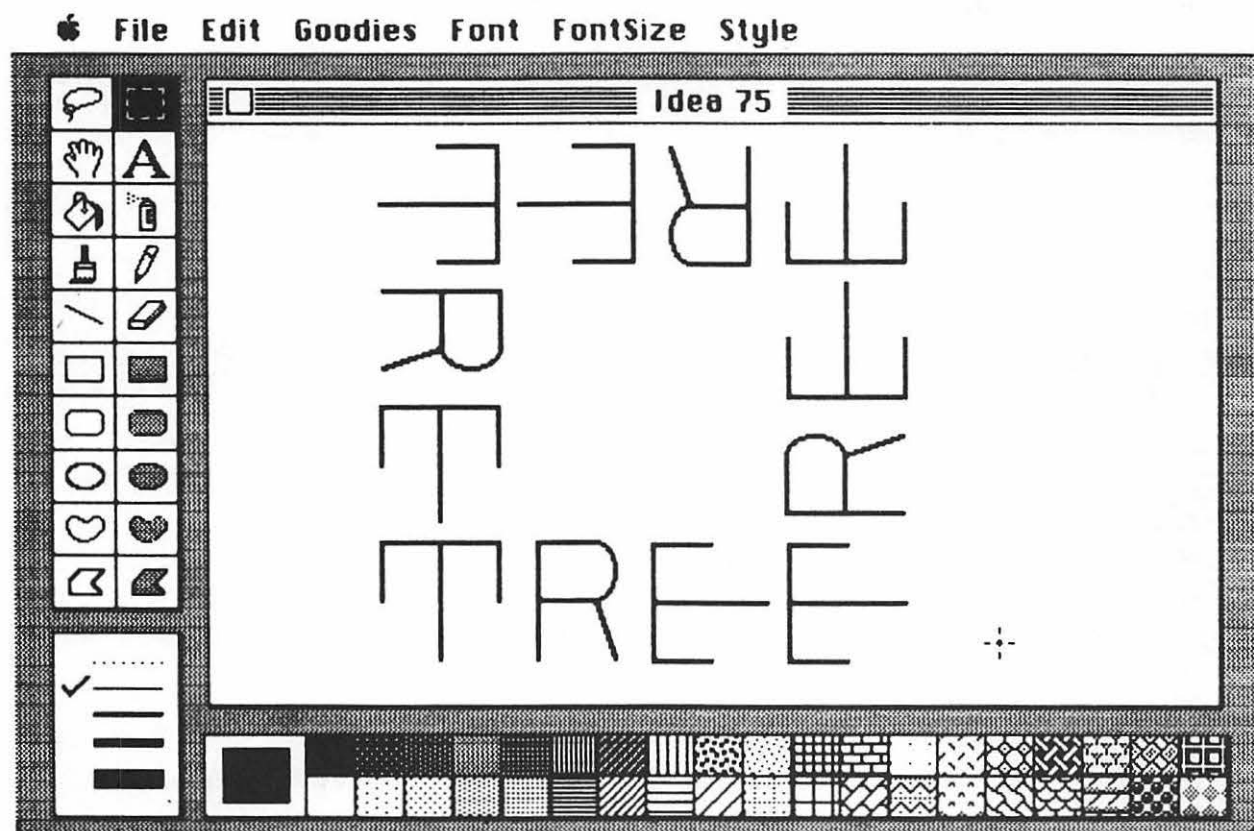
For example, suppose we wanted to make a never-ending loop out of the word **TREE**. One way to do this is to make a stylized **T** so that it looks like an **E** when it is rotated 90 degrees. We can then write the word **TREE** using these characters.



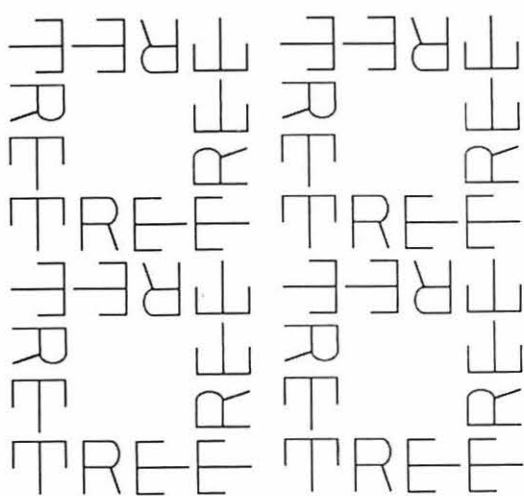
Next, we can select the **REE** portion of the word with the selection box, make a copy of it (by pressing the **Option** key before moving it), rotate it 90 degrees (with the **Rotate** command in the **Edit** menu), and place it at the correct position.



By repeating this process twice more, we will have our endless tree.



These can be copied to produce a complete forest!



**CHRISTMAS LETTER**

Font

Style

No, we haven't forgotten about MacWrite. In fact, I was just getting to it when you started to read this project. What better way to keep your friends and relatives up to date than with a Christmas letter? Of course, writing such a letter by hand is time-consuming, and running copies off on a mimeograph machine lacks class—but that is why we have Macs!

First, find a quiet corner and page back through your desk calendar, noting down the major events of the year (Jimmy's acting debut as a giant beet, the day the rabbit got loose and left "surprises" all over the living room rug, your speech to the P.T.A. on controlling toxic underdesk gum deposits, and so on). Then weave the details into a nice homey letter you can enclose with your Christmas cards.

Dear Friends,

Well, wouldn't you know it, another year has passed and it is time for us to celebrate the holidays again. What a year it has been for us! Fortunately, Cousin Fred was released from the slammer last week. Welcome back Fred! Don't forget, you owe us Christmas presents for the last 15 years! (Just kidding.)

Anyway, Lulu Bell arrived last week after spending her year wildcatting on the North Slopes, and Pricilla finally made it big in the bottle collecting business (finding lots of twenty-centers, Pricilla?), so we have had a good year, even if Dingus did get hit by lightning last May. He can still jump-start a car with his bare hands, and that's been mighty handy this winter, I tell you.

Anyway, I was talking to Ronny about his Washington job. Seems someone in government wants to raise postal rates again. I said, "Gosh all getout" (Ronny doesn't like strong language, but what the hay), "why don't they just make the stamps smaller!" He thought that was a swell idea and is passing it along.

Well, I'll bet it was a good year for you too, and we all want to wish you the very best for the upcoming year and many more to come.

Best wishes,

Manuel Overdrive

IDEA **77** CANNING

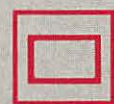
MacPaint

**LABELS**

Text



Rectangle



Lasso



Line Width



Font

Fill



FontSize

Pattern



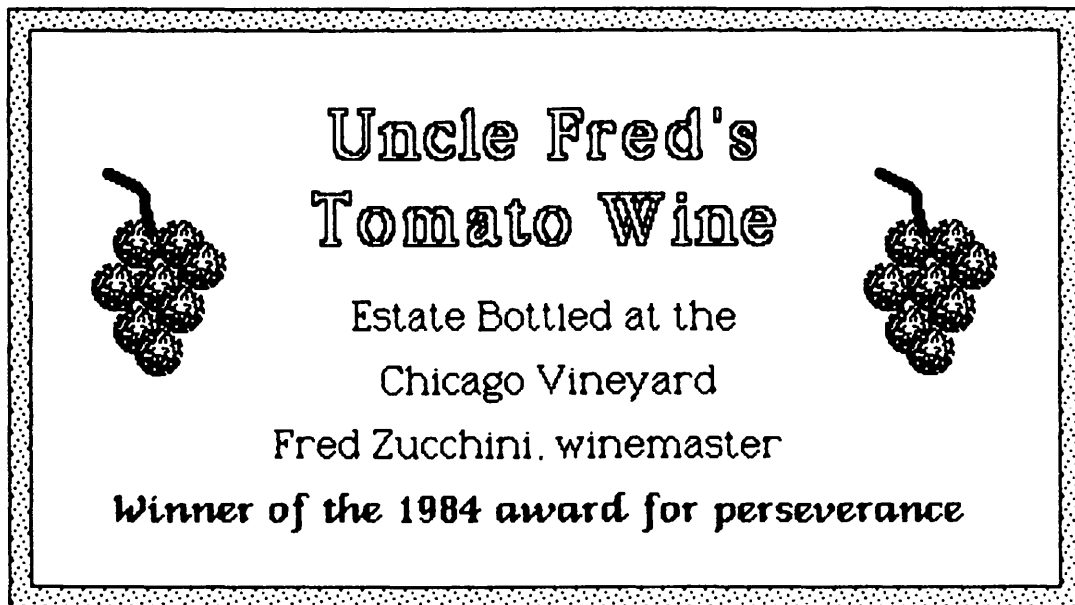
Style

Paint Brush



Have you ever noticed that either *no* plants will grow in your garden or everything grows in abundance? Take tomatoes, for instance. A good tomato vine will keep you supplied quite adequately. Twenty vines will overwhelm you with tomatoes. Once you have had your fill of fresh tomato juice, tomato sauce, tomato pancakes, fried tomato skins, tomato seed bread, and all the other delicacies that can be made with this plant, it is time to share your blessings with your friends. This means canning your sauces, tomatoes, stews, and jellies and bottling your tomato wine.

Of course, your efforts will make much nicer gifts if your jars don't have Snerdly's Industrial Strength Peanut Butter labels on them. So you will have to make your own labels. Thank goodness for Mason jars and MacPaint!



IDEA **78** CHAIN LETTERS

MacPaint



Text



Font

FontSize

Style

File

Have you ever taken part in a chain letter? It was a lot of work, and it didn't pay off, right? Well, now you can get even with all your friends by starting a chain letter of your own. The first step is to compose the letter in such a way that no one will dare break the chain.

Dear Friend,

You are the recipient of a letter that will change your life forever. You are part of a chain of humanity that reaches across the globe. You could break this chain by failing to continue this letter on its way, or you can ensure everlasting peace by sending the contents of your checking account to the first name on the list below, crossing off this name, adding your name to the bottom of the list, and sending this letter to 50 of your best friends.

Remember, if you break the chain, you will start global thermonuclear war, and I know you don't want that on your conscience.

Melba Toast
36 Snails Place
Post Office, VT 72707

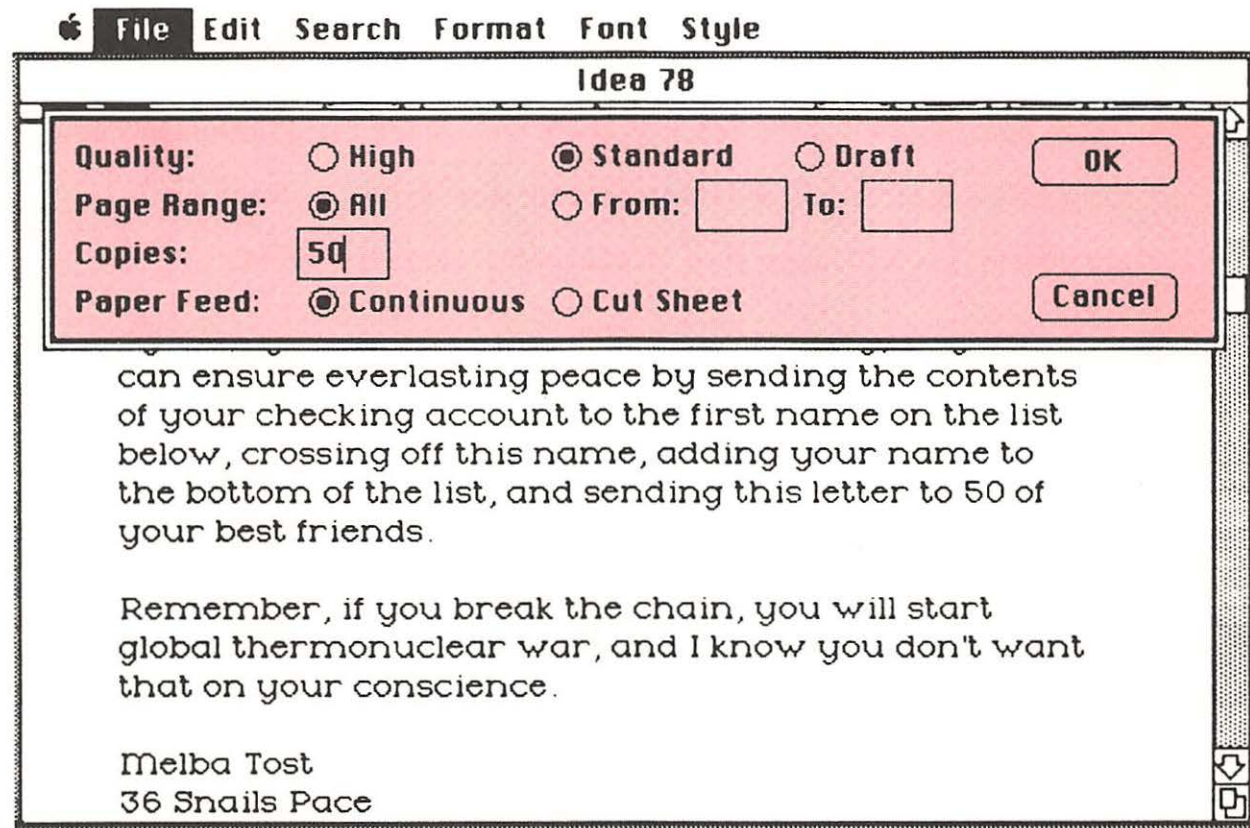
Patti O'Furniture
735 Dayin Ct.
Brief, UT 09090

Sandi Beach
30 Simpleton Brook
Stoned Clover, MI 88834

Syl Able
12 Grammar Way
Parsing, NY 13579

Steffin Rightalong
20 Flower St.
Thistle Pass, WY 78111

The next step is to take advantage of the **Copies** option when you select **Print** from the **File** menu. To set the number of copies you want printed, click your mouse in the **Copies** box, press the **Backspace** key, and type the number of copies you want. Once you have done this, select **OK** to get your letters printed.





Style

ANNOUNCEMENTS

Font

"Have a boy, it's a cigar!" Yes, if you are welcoming the addition of a new baby, cat, dog, goldfish, or tarantula, your MacWrite-produced birth announcement will make sure no one ever forgets the event.

Announcing

the birth of
Six Cute Kittens
to
Miss Muffy Cat
and
Mr. Al E. Cat
on May 5, 1984

No gifts, please take cats instead.

**REWARD**

Font

Style

The loss of a pet is no laughing matter. Even as you are checking the local SPCA and animal pound, you should be getting flyers posted around the neighborhood letting people know that you have lost a pet. Because of the larger fonts available, MacPaint is a better choice for creating such announcements than MacWrite. If you have a photograph of the missing animal, you may want to glue copies on the poster. Some local merchants make bulletin board space available for such announcements, and a carefully crafted announcement will draw a lot of attention.

\$ 50 Reward

for the return

of my pet

Rattlesnake

Last seen on May 5, 1984

Call Chet Mark

415-555-1212

if you have information or

have found my snake



MacPaint

IDEA 81 NAMEPLATES



Text



Rectangle



Line Width

Font



Pattern

FontSize

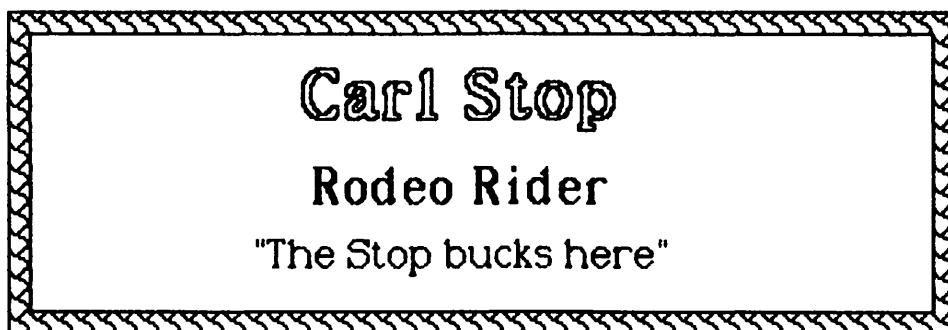


Fill

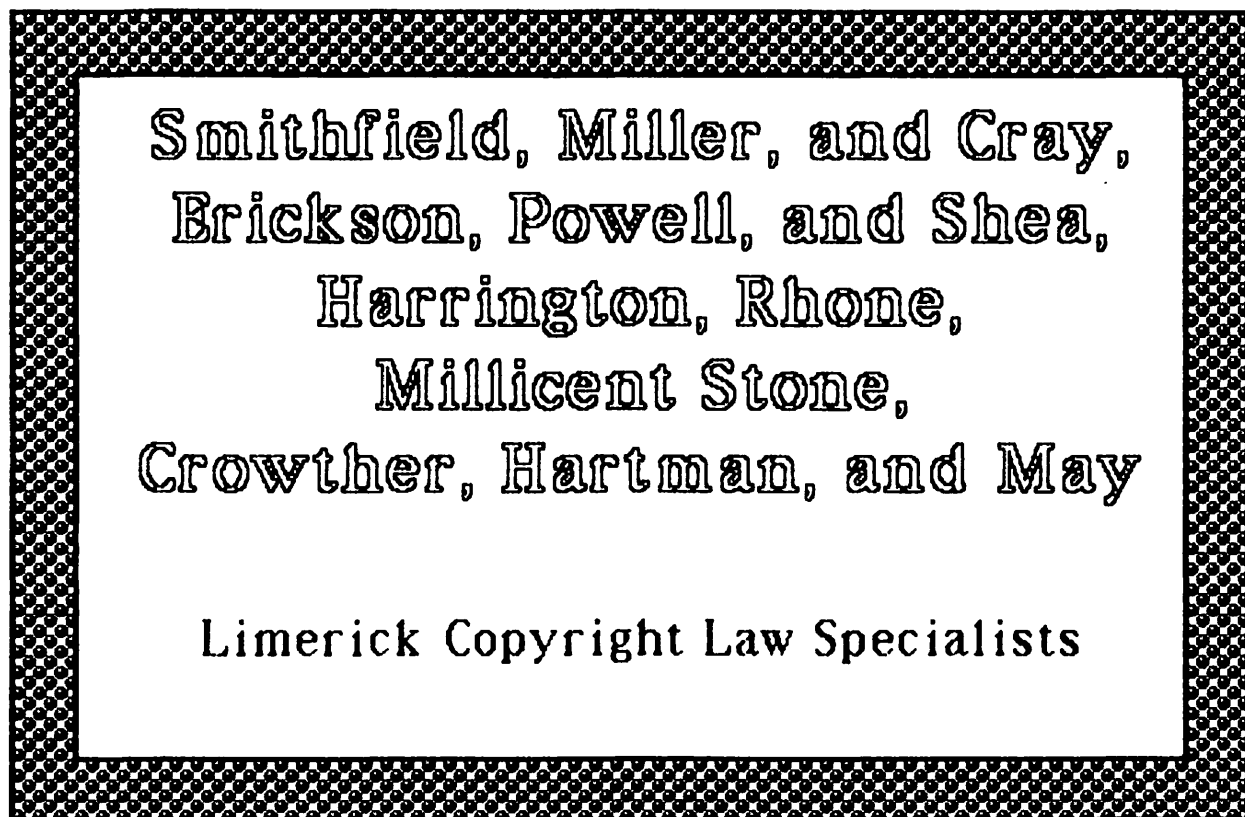
Style

After many years of hard work, you have finally managed to rise in the ranks so that you now have your very own desk. What better desk ornament can you imagine than a tasteful name plaque to identify your desk as your very own? And, of course, what better tool for the creation of such a wonder than MacPaint?

Once you have completed your nameplate, go to your local paint and hobby store and buy a nice wood block that you can use as a base for your name and then make your plaque professional by using your latent skills as a decoupage artist.



On the other hand, you may have an entire office of your own, or one you share with some colleagues. In this case, a label for your door is more appropriate.





MacPaint

IDEA 82 MUSIC



Pencil

COMPOSITION



Line



Line Width



Text



Lasso

FontSize



Filled Oval

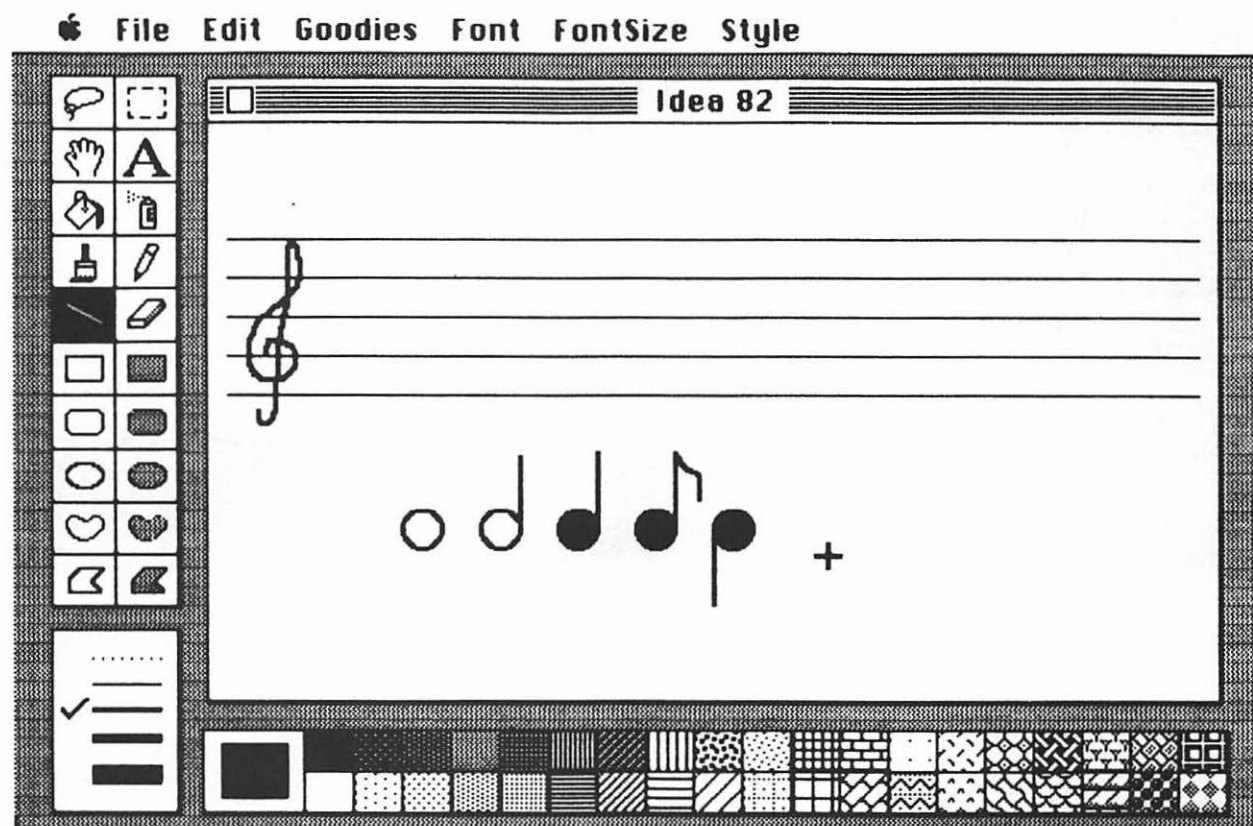
Style

Font

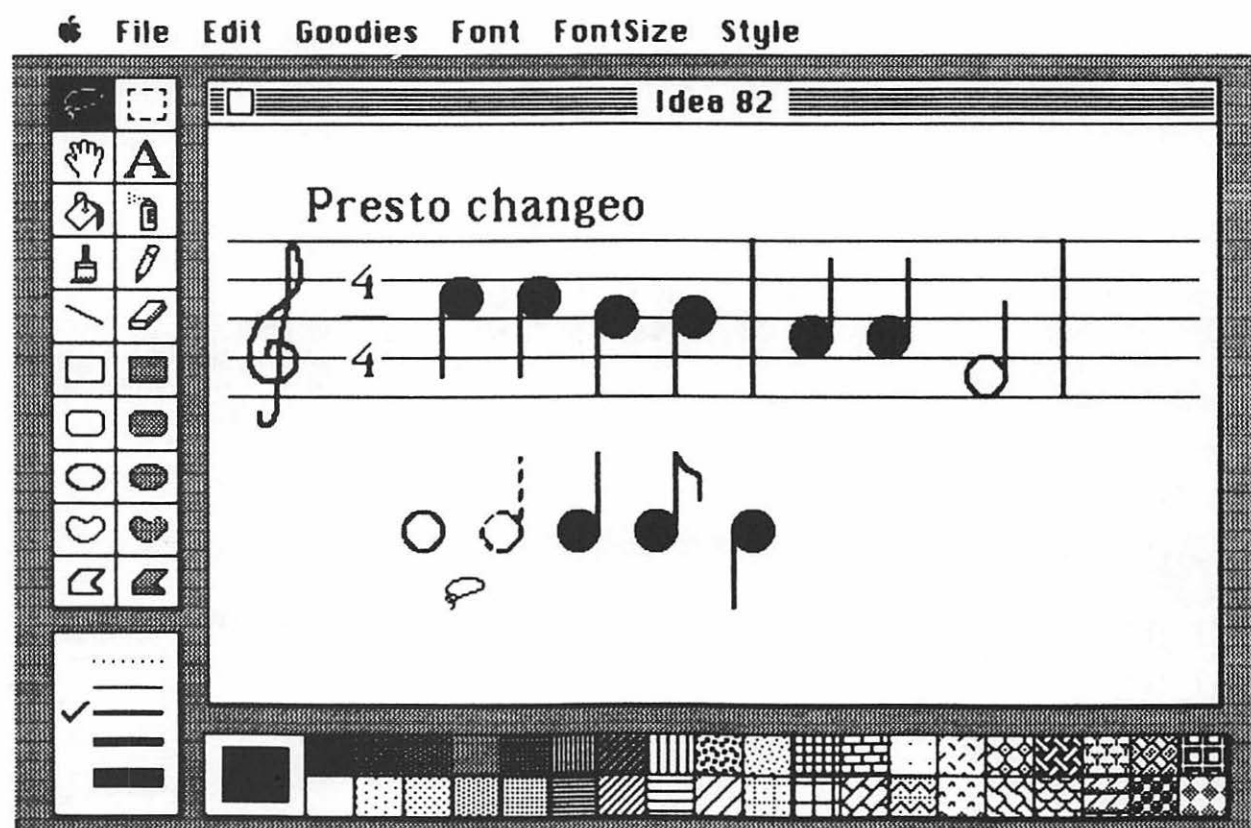
Goodies

Imagine the turmoil Bach must have felt, composing his scores by hand, purely by the light of burning Vivaldi manuscripts. Yes, we have come a long way since then, and the Macintosh might have been one of Bach's favorite toys, were he still around. Well, you have the tool he didn't have, so you can have an easier time composing music than he did.

To transcribe a score using MacPaint, first create a staff of five lines, each of which is 2 grid units from the next. Then use the **Filled Oval** tool to make some 2-grid-unit circles and fill these in to make notes. If you have a steady hand, you might want to draw the treble clef in the right place on the leger lines. (I always have treble doing this—probably because I am not fully attuned to drawing with the mouse, but I have made note of my progress. The bass clef is easier to draw—something I find quite fishy.) Notice that the notes have been drawn in an out-of-the-way location where they can be easily selected and moved.



To compose your music, enter the time and meter, select you notes with the **Lasso**, and compose away. Press the **Option** key when moving a note so that you never lose your original. After your notes are in the correct places, you can fix up any lines that are obscured by the notes and put in the bar lines.



**“DEAR JOHN” LETTER**

Font

Style

Ah, I know the feeling well—hardly a week goes by without receiving a marriage proposal from yet another admirer, and you want to say no gracefully without offending the writer *or* your spouse. Well, what better way to do this than with a letter composed on the Macintosh? Because you will need to send so many of these, you will want to make a form letter that you can modify for each recipient.

The letter on the next page should do the trick nicely.

Dear John,

I want you to know how touched I am at your daily gifts of Godiva chocolates and by the fact that you have sold your home in Vermont and moved here to Pratfall, Oklahoma, just to be near me.

In fact, I was telling my dear husband, Gunther, about your generosity and he said that you sure were some kind of guy! In fact, he said that you could send me chocolates as long as you want (as a weightlifter, he likes an occasional snack, and the chocolates come in very handy for that).

Unfortunately, I am unable to run away with you because Gunther and I are moving to Nome, Alaska, next week. Gunther sure would like you to move there with us, if you keep sending candy. "Heck," he said, "let him stay here and send the candy to us!" Isn't that cute!

Well, John, I have to go now. I'm sure you understand. I'm sorry we didn't talk more before you sold your house and everything, but I'm sure you will find a job here in Pratfall soon. Gunther will be leaving his job at the slaughterhouse, and with your degree in surgical medicine and all, you will probably be able to work there.

Fondly,

Tanya Hyde

**LOVE LETTER**

Font

Style

On the other hand, perhaps you want to win the hand of that special person. MacWrite will be just fine for you since it lets you choose a nice romantic font (such as **Venice**). Use 14-point type so the text won't be too blurred from the tears of joy that are likely to drop onto your missive as it is being read.

Dearest,

Did you see the moon last night? I stood outside in the freezing cold watching the moon rise ever higher in the sky, just as our love grows stronger every day. And as the wail of the ambulance siren rang in my ears as my shivering body was being taken to the hospital, I thought of your sweet voice. The heat of the warm blankets reminded me of your warm lips, and I knew that I couldn't be apart from you.

And so, my darling, know that my love for you is everlasting, and, for God's sake, don't stand out in 40 degrees below zero looking at the moon for 4 hours. They will send you to the funny farm for evaluation.

With all the love in my heart and soul,

Lyle Lotte



MacPaint

IDEA 85 MAKE YOUR OWN



Rectangle

POSTAGE STAMPS



Line Width



Roundtangle



Lasso



Pattern

Font



Fill

FontSize



Text

Style



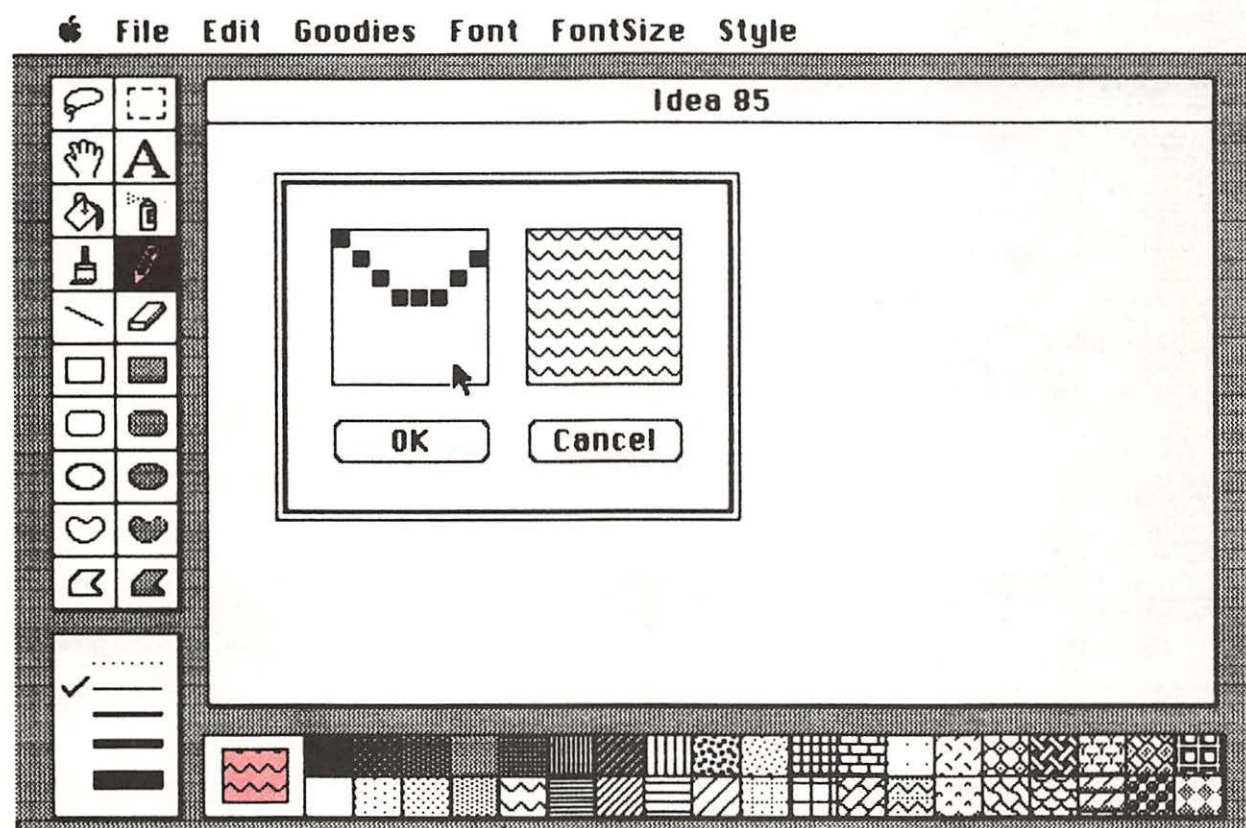
Selection Box

Edit

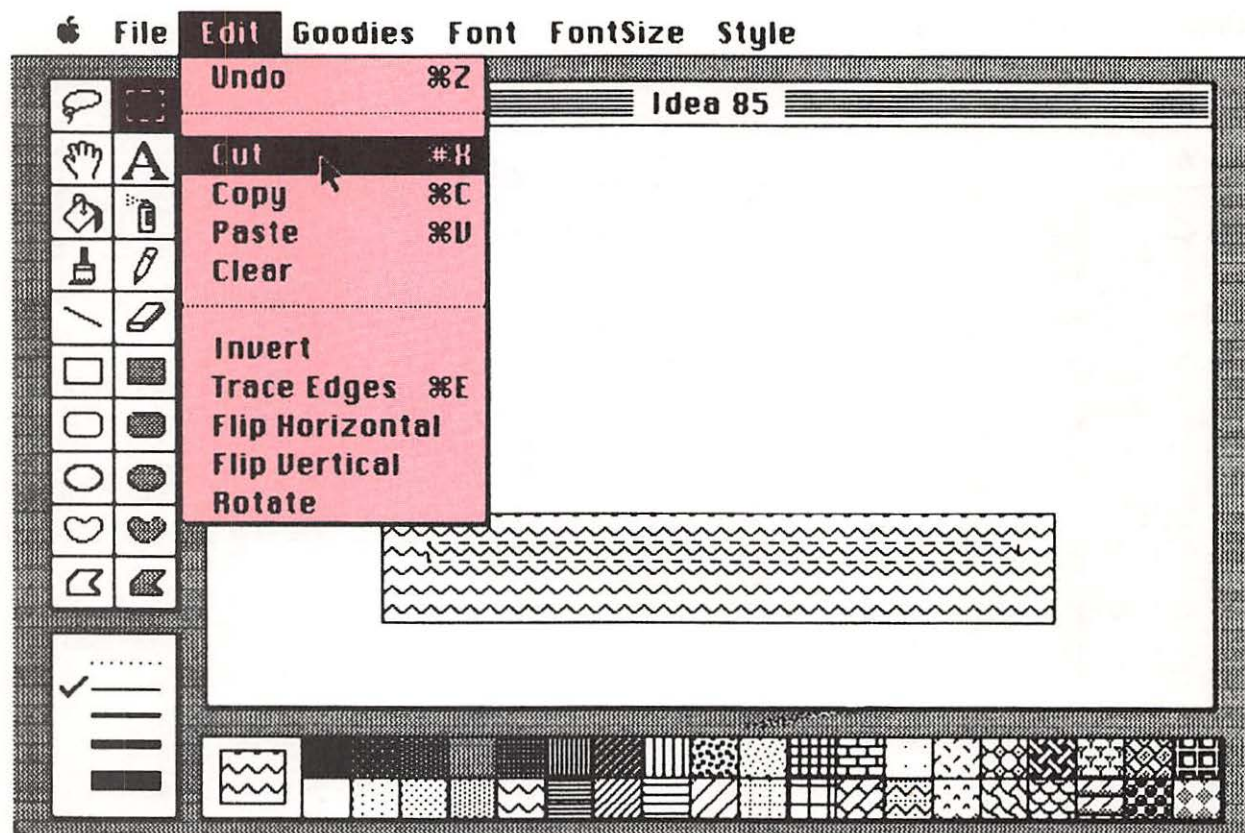
Commemorative stamps never seem to honor the topics that really matter—the invention of the backhoe, for example. Well, you can fix all that by designing your own stamps using MacPaint. Of course, your stamps can't be used as legal postage, but this shouldn't matter if you only want to paste them in your collection. Imagine your friends' responses when you ask them if *they* have the "deodorant soap" commemorative issue!

Who knows, you may find stamp designing more fun than stamp collecting.
(Who knows, you may find root canal surgery more fun than stamp collecting.)

To make your stamps, make a fill pattern image that looks like the perforations along a stamp border.



Next, fill a long rectangle with this pattern and select a strip of border that is longer than any stamp you want to make. Once the border is selected, cut it for later use.



Next, design your stamp image and frame it with a rectangular border.



If you are from a large family, you can justify the purchase of your Macintosh (with family donations) by using it to compose a family newspaper. Families tend to get spread out all over the world, and a family newspaper is a nice way to remember everyone's birthday, to distribute favorite recipes, and to share old and new experiences that keep the family together.

If you are going to create a family newsletter, you should create a nice title block using MacPaint and print this out with the proper issue number and date.

The Tastic Times

Vol 1

All the news we get!

No 4

Fran Tastic, Editor

Next, compose your newsletter text using MacWrite and print the text out in 3 3/4-inch-wide columns.

Well, here it is, spring again! Time for another family newsletter. Now I know that all you Tastics in Hawaii are mad at me for your newsletters arriving all wet. You see, I thought it might be a good idea to hand-deliver them to you, since the weather here in Anchorage isn't too nice in February, so I just packed up and flew myself to your part of the world. Of course, I forgot that your newsletter copies were with me when we went whale watching, and when our boat overturned, things sort of got wet.

But this copy should arrive dry and on time. Speaking of on time, remember the Tastic marriage in Indiana I reported last time? Well, three months later, guess who just had twins! Can't say we Tastics don't move fast!

Those of you who helped us gather the information on Great-great-grandpa Tastic's role in working for the British during the War of 1812 will be pleased to know that all treason charges have been dropped. It appears that it was all a mistake. He thought they were bringing torches to the White House to help the President read better at night - an honest mistake.

And let's hear it for the Tastic family in Forktime, Wyoming - your very own Chick 'n Ship franchise! Good for you.

We've got lots of goodies in this issue. The results of the pig naming contest have come in, and some great recipes that use raw sunflower seeds grace the last four pages this month!

Once the columns are printed and proofread, you can cut them apart and glue them in place side by side on the title page. Each new page should have the page number centered at the top and columns of text from top to bottom. Add little graphic embellishments at the end of articles, include cute cartoons, and encourage recipients to contribute to making the newsletter a success. Ask for favorite recipes, anecdotes about the old days, birth and marriage announcements, job promotions, and so on. You will be surprised at the number of things your family has done!

IDEA **87** STRING ART

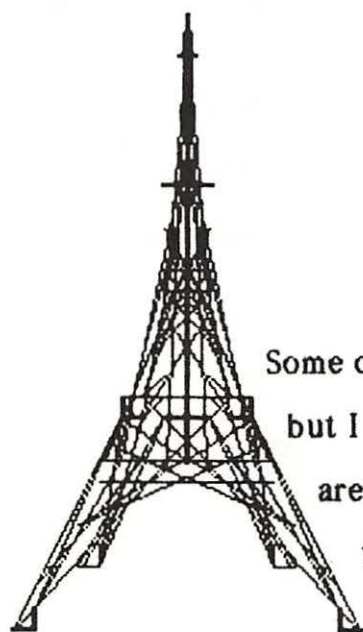
MacPaint



Line Width

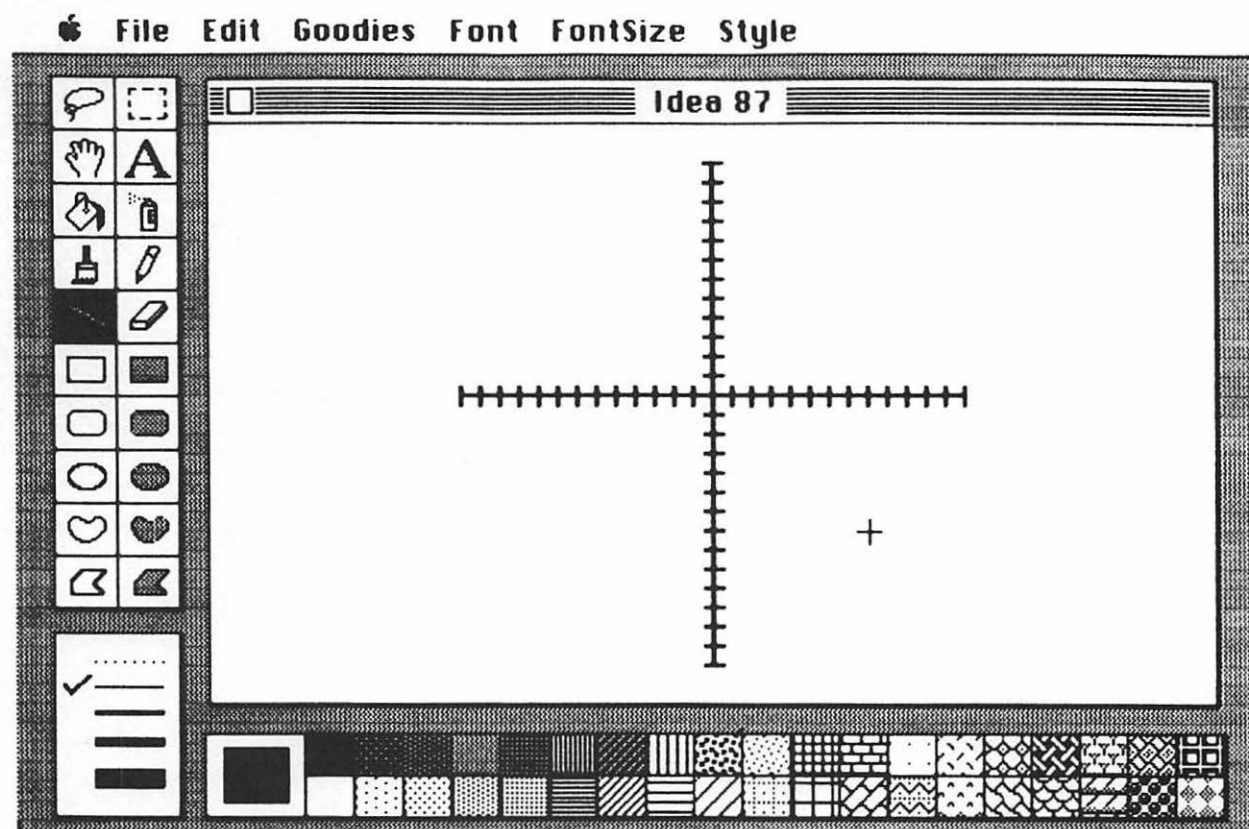


Line

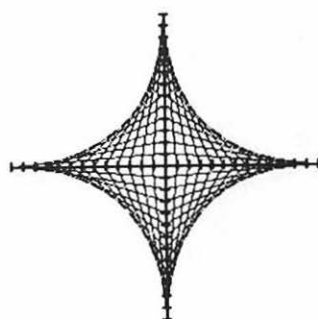
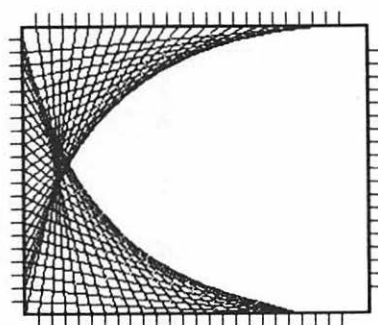
**Goodies**

Some call it aestheometry, some call it boring,
but I call it string art—the pretty patterns that
are made by wrapping string around pegs so
that each strand intersects the next to produce
the illusion of graceful curves.

To see how it is done, make the following grid pattern on your MacPaint screen.



Then, using the **Line** tool and the thin line width, connect pairs of points to produce a pretty pattern. There is no limit to the patterns you can create this way, and this is a good Macintosh activity for people of any age.



IDEA **88** BUMPER

MacPaint



STICKERS

Text



Rectangle



Line Width



Style

Font

Print

FontSize

You may as well express yourself; everyone else does. And what more American form of expression can you imagine than the ever-present bumper sticker? Of course, you are limited as to the size of sticker you can create, but most people won't bother to read it anyway, so it really doesn't matter.

Small Bumper Stickers Hide Deep Thoughts

You can make your sticker look more professional by printing it on adhesive-backed colored paper. Be sure that you use a label paper that can be removed if you change your views!

IDEA 89 WARNING SIGNS

MacPaint



Text



Oval

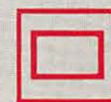


Line Width



FontSize

Rectangle

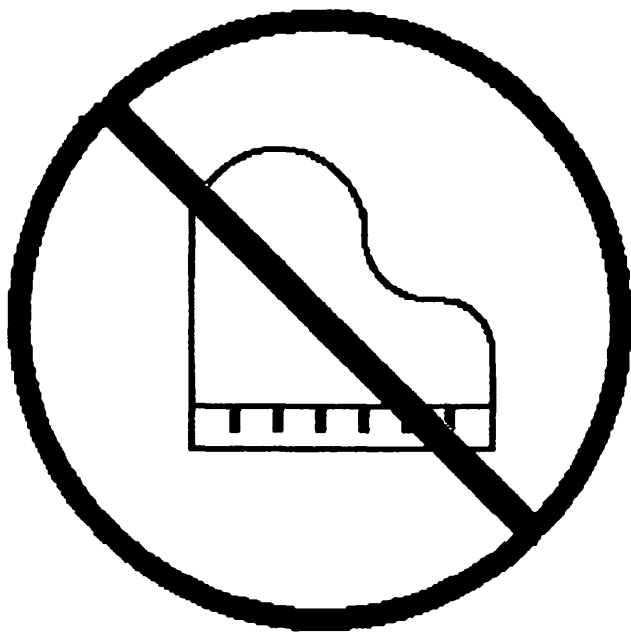


Style

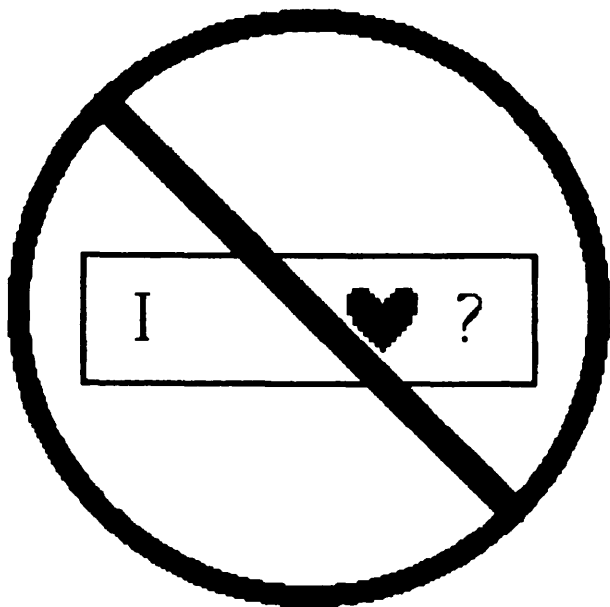
Font

We are continually inundated with cautionary notices regarding everything from crossing the street to carrying bombs on airplanes. It is time for you to create a few cautionary notices of your own.

Using MacPaint, start with a large circle, draw a picture of the thing you want to avoid, and draw a wide diagonal line through it.



No piano
playing



No "I love
anything"
bumper stickers
allowed

See, you *can* make a difference!

IDEA 90 ACTION LISTS

MacPaint



Text



Rectangle



FontSize

Line Width



Style

Font

If you are a busy business executive like me, you know that the best way to make progress is to delegate your work to others. Rather than write a complete memo stating your desires to your subordinates, you can use a handy action list on which you check off the tasks you want carried out.

Such lists are easily made with MacPaint.

To:

From:

Romp N. deHay

Action:

- ☐ Read and review
 - ☐ Read and weep
 - ☐ Read and destroy
 - ☐ Destroy before
reading
 - ☐ Translate into
English
 - ☐ Prepare my
position on this
 - ☐ Copy and send to:
-

IDEA **91** RECIPE CLUB

MacPaint



Rectangle



Line Width



Roundtangle



FontSize

Text

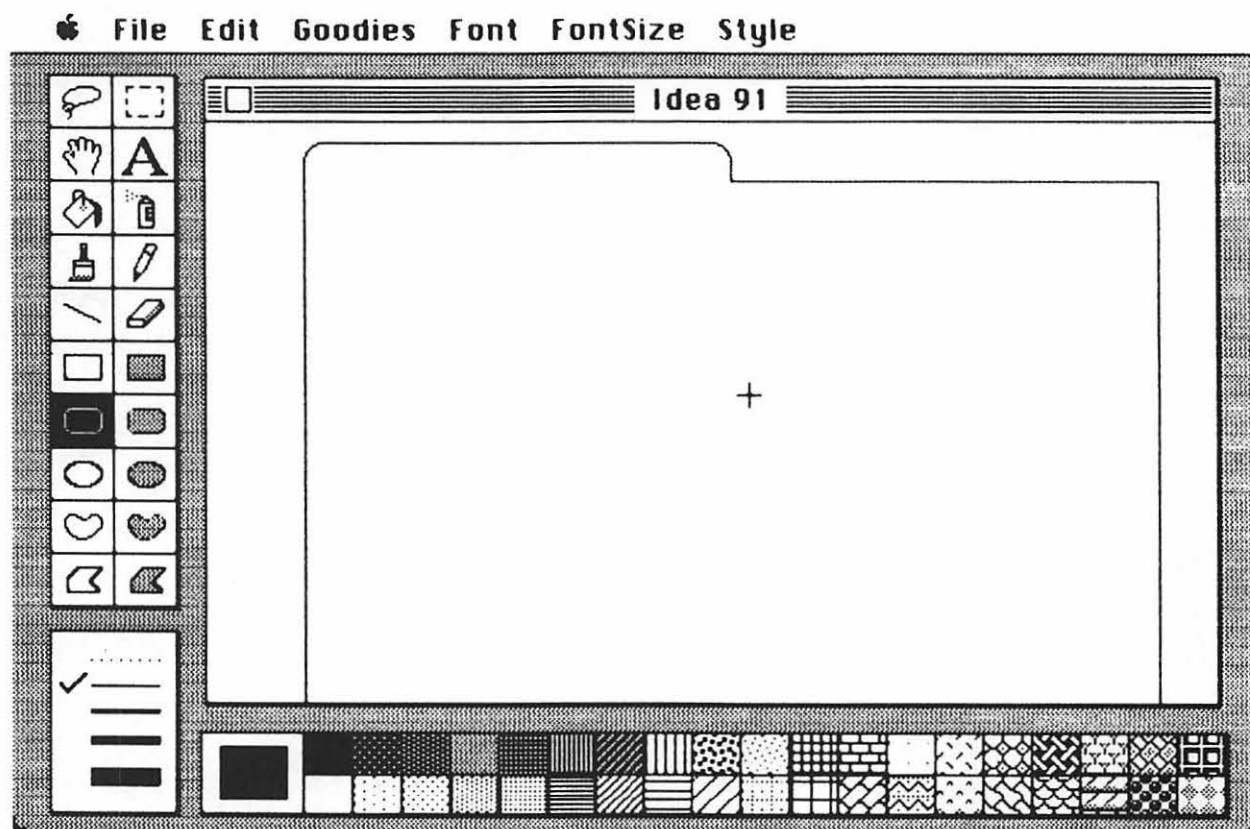


Style

Font

If you tinker in the kitchen, you probably enjoy sharing recipes with your friends. Unfortunately, lots of recipes end up being written on scraps of paper and are very hard to read. Imagine my surprise when I discovered—too late—that “**1 c. gr. pepp.**” meant one cup of sliced green peppers, not one cup of ground pepper!

MacPaint can help you make your recipes look pretty and can make them easy to share with others. Many people keep recipes on 3-by-5-inch file cards. In keeping with that format, create a blank 3-by-5-inch card with MacPaint. Using the **Grid** option, draw a rectangle 27 grid units high by 44 grid units wide. You can use the **Roundtangle** to make a tab at the top of the card for the name of the recipe.



Next, pick a readable font and enter your recipe on the card.

Runt Mary's Mud Pie

4 c. adobe clay

4 c. water

1 tsp. olive oil

Mix all ingredients in a large pot until consistency is uniform. Bake in the sun for 6 hours. Serves 20 .

If you print your recipes on heavy paper, they will fit in your card file perfectly!



MacPaint

IDEA 92 CALLIGRAMS



Text

Font

FontSize

Style

A calligram is a pattern made from a word such that the pattern looks like the thing the word describes. Because MacPaint lets you place letters anywhere you want on the screen, you can create calligrams quite easily.

wavy

confused

growing

 upside
down

spiral



A HOUSE

Style

Font

Selling your own home can be a rewarding experience (provided you don't want to live there any more). Your Macintosh can be used to prepare a nice flyer. MacWrite is a good tool for flyer creation, and your copious use of rulers will let you center what should be centered and adjust the margins to make a very professional document.

Three-Bedroom Home

\$240,000

17 Basketball Ct.
Dribble, Indiana

Features:

- Open-air kitchen
- Compact living space (900 square feet) - easy to keep clean
- Free parking only two blocks away
- Wood heat
- Easy-maintenance yard (dandelion field)
- Assumable 30% loan
- Running water
- Nearby rest rooms available

Contact:

Jacques Absorber, 417-555-1212

If your house is quite photogenic, you may want to glue a picture of it on the flyer so that potential customers will know what you are selling.



MacPaint

IDEA 94 BROCHURES



Text



Paint Brush



Pencil

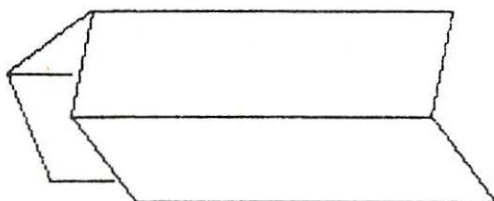
Font

Style

FontSize

Print

If you are running a small business, you may want to have small brochures on your products that can be handed out to prospects when they visit you. Rather than hand people a large sheet of paper, you can create a nice folded brochure that is made by printing your information on both sides of a sheet of 8 1/2-by-14-inch paper and then folding the paper twice as shown:




This folded sheet gives you eight panels on which to place your company's information.

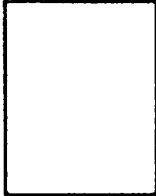


Take a blank sheet of paper and fold it into the final configuration so that only two panels are exposed. The first panel should be used for the company name and general information about the products. The back panel should contain your address and phone number or the names of your distributors or dealers.

<p>For more information contact</p> <p>Xena Goodshow Goodshow Ind. 12 Ceeyu St. Later, AL 98232 514-555-1212</p>	<p>Goodshow Industries</p> <p>Xena Goodshow, President</p> <p>Catalog of Products</p>
--	--

If you now unfold the brochure once, you will expose two inside panels. You may want to use these areas to describe features of your products and general pricing information.

<p>Goodshow Industries</p> <p>manufacturer of fine natural chicken fertilizer</p> 	<p>Our Features</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p>
--	--

If the brochure is unfolded again, this reveals four panels that can contain detailed information.

 Our Founder, Hena Goodshow qwerty fghj kkl dfg sgdgh shdj hg ghgg gghgjj hhgj kljhghghg ghgg ghjh.	 Chicken Ranch Features <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	 Harvesting Procedure Pricing <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Order Form Send: _____ Price: _____ Name: _____ Address: _____
--	--	--	---

As the prospect opens the brochure, he or she is carried from the general information about your services or products to specific information and, perhaps, an order form.

You can create the text for your brochure using MacWrite and print it using columns about 3 inches wide. Once you have your columns printed out, carefully glue them in their proper places on a sheet of 8 1/2-by-14-inch paper and be sure that the brochure looks proper when it is folded. Take this master to your local print shop and have copies made on colored paper. You can get a very professional looking document for a very small investment this way.

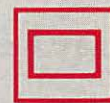
IDEA 95 GETTING

MacPaint



OUT THE VOTE

Rectangle



Line Width



Font

Text



FontSize

Fill



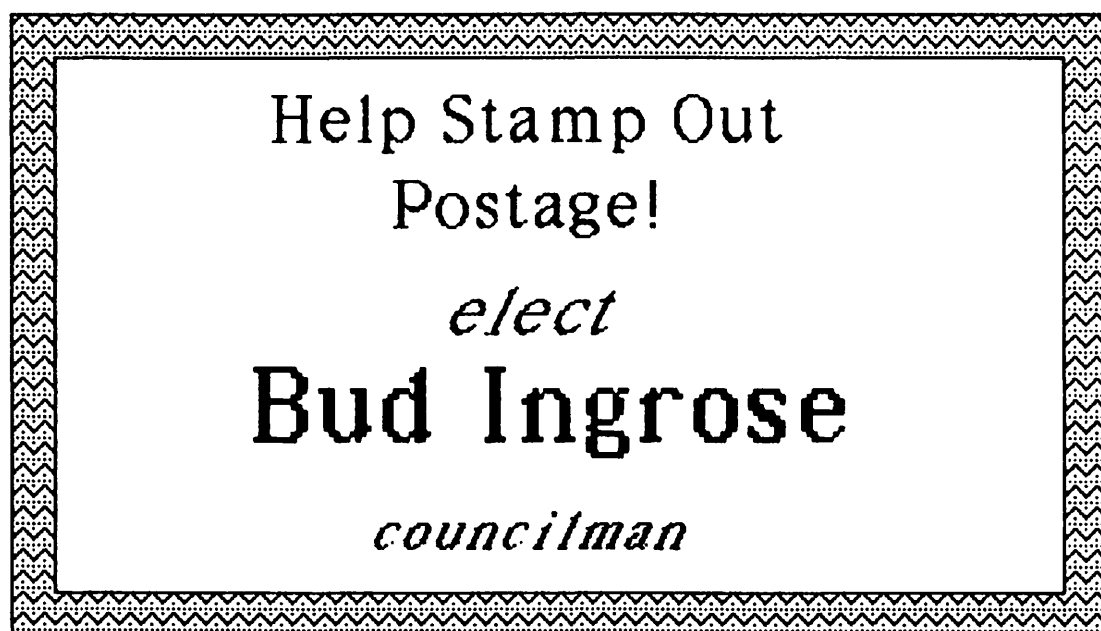
Style

Pattern



If you have had it with Canada geese flying over your house and want to do something about their flight pattern, run for a position on your town council so you can pass an ordinance banning such flights!

Of course, if you are running for office, you want to be sure that you get elected. The key to winning an election can lie in your communication tools. Your Macintosh can be invaluable in creating brochures, posters, newspaper advertisements, speeches, travel itineraries, and so on. In fact, your very use of the Macintosh could probably help get you elected if you lived in Cupertino, California (Apple's home town).



IDEA 96 CROSSWORD

MacPaint



PUZZLES

Text



Pattern



Fill

FontSize



Style

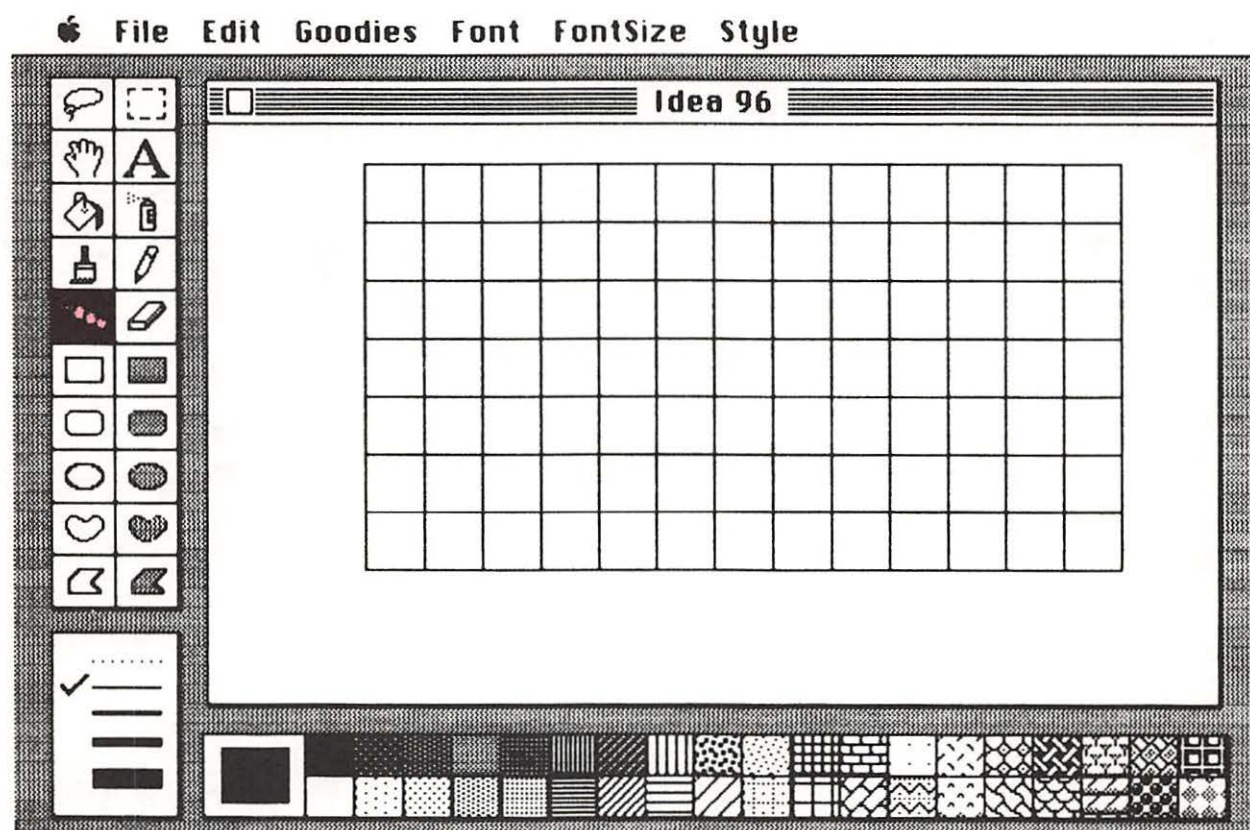
Goodies

File

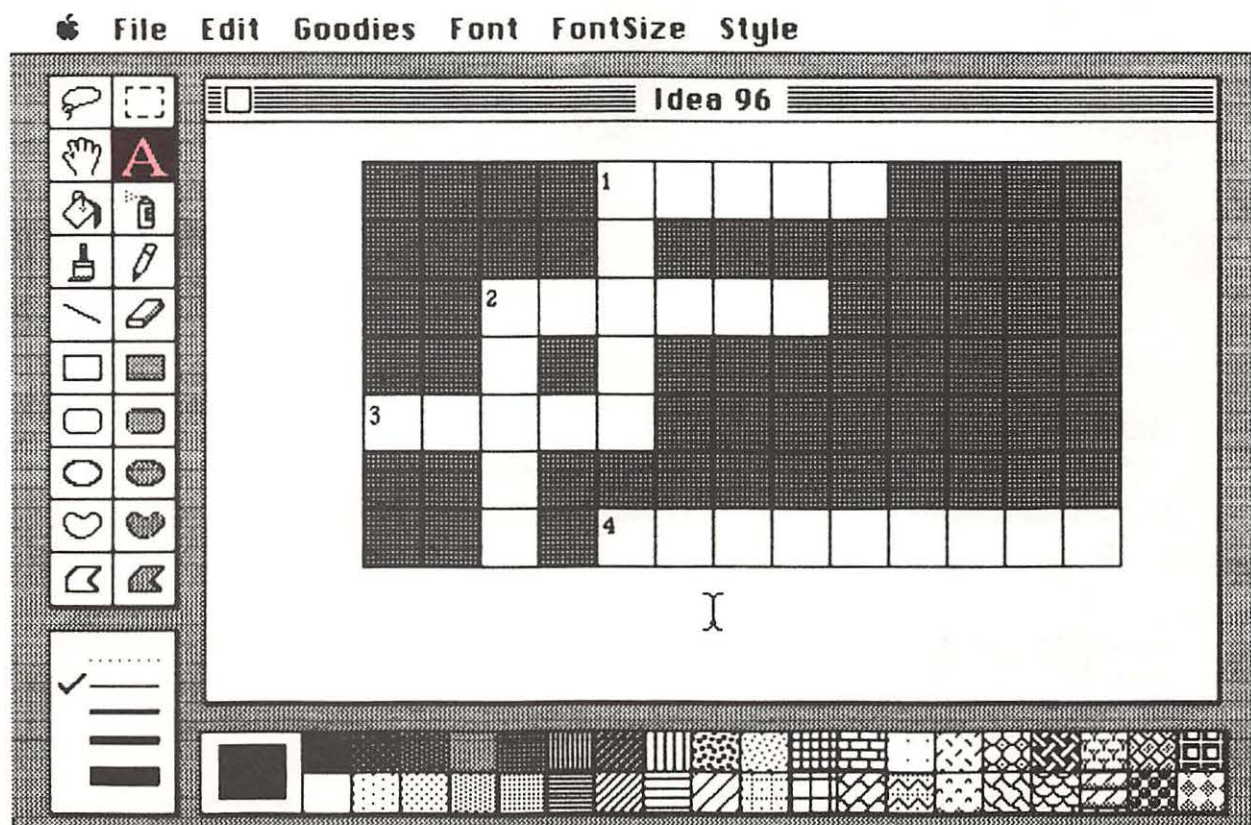
Font

"What is a four-letter word ending with **IT** that is found on the bottom of a bird's cage?" Yes, crossword puzzles can be fun to solve, even when the word is **GRIT**. But just as they are fun to solve, they can be even more fun to make, using MacPaint, of course.

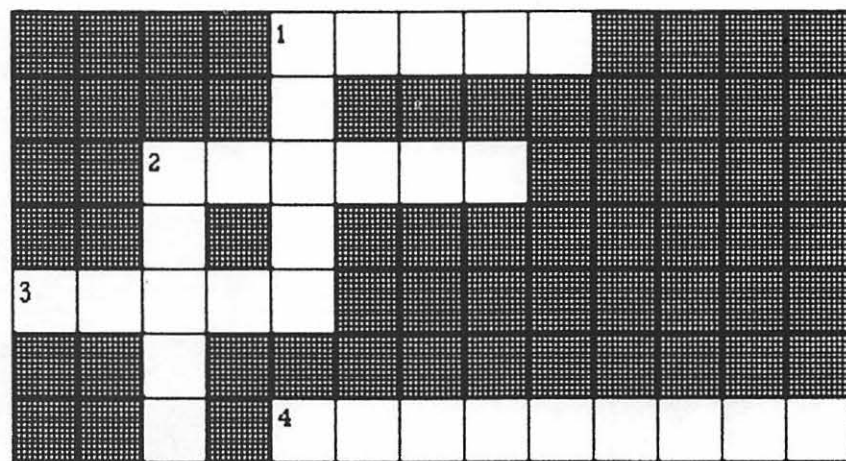
If you plan on making more than one puzzle, you might want to start by creating a grid of squares on the screen in which each square is 3 grid units high.



Next, make a rough draft of your filled-in crossword puzzle and number the squares that contain the first letter of each word. Nine-point **Geneva** type is perfect for this. You should also fill in any squares that don't have letters in them.



Finally, create your list of clues underneath the puzzle itself.



Across:

1. Macintosh maker
2. Crunchy fruit
3. Rhymes with dapple
4. Famous author of
Macintosh book
(last name)

Down:

1. Natural snack
2. Tree-grown hard fruit

Once you have done this, you are ready to print your puzzle and send it to all your friends.

IDEA **97** CUSTOM

MacPaint

**CHILDREN'S**

Pencil

**BOOKS**

Paint Brush

**Font**

The combination of MacWrite and MacPaint is perfect for the creation of custom children's books for early readers. If you can tell a good story, you can make this story into a custom book by using the child's own name (along with that of the child's friends, pets, and favorite toys). The book should be written with large easy-to-read type (such as 24-point **New York**).

Once upon a time, Lisa Karr, Ray Bees, and Sid Down decided to go to the zoo with Lisa's pet dog Sophocles. Because the zoo was only two blocks from Lisa's house, they all decided to walk there.

"Oh my!" said Lisa, "We must be careful when we cross the street!"

Sophocles barked in agreement.

When they got to the first street, the light was red. "We can't cross now," said Lisa. So Sid sat down.

The only problem was that when Sid sat down, all his money fell out of his pocket and rolled into the sewer. This made Sidney mad. He said, "Oh

You can put illustrations on each page or have them appear on separate pages if you wish.

If the book is for a very young child, you may want to laminate the pages in plastic so they won't get torn or damaged by wetness. Be sure to use a "flat finish" laminating film, as the glossy film can be hard on a child's eyes.

A custom storybook can make a treasured gift for which you will be remembered for a long time.

IDEA **98** FAMILY

MacPaint

**CROSSWORDS**

Text



Font

FontSize

Style

A nice activity for MacPaint is to make a list of the given names for everyone in your family and to arrange the list so that the names intersect at common letters. This can take some planning, but can produce a very pretty pattern. If you have some family members whose names won't intersect properly, ask them to change their names.

```

cleo
 r
 n      p
virginia
 e      m
      greg
      l
      david

```



MacPaint

IDEA 99 FAMILY TREES



Line



Line Width



Rectangle



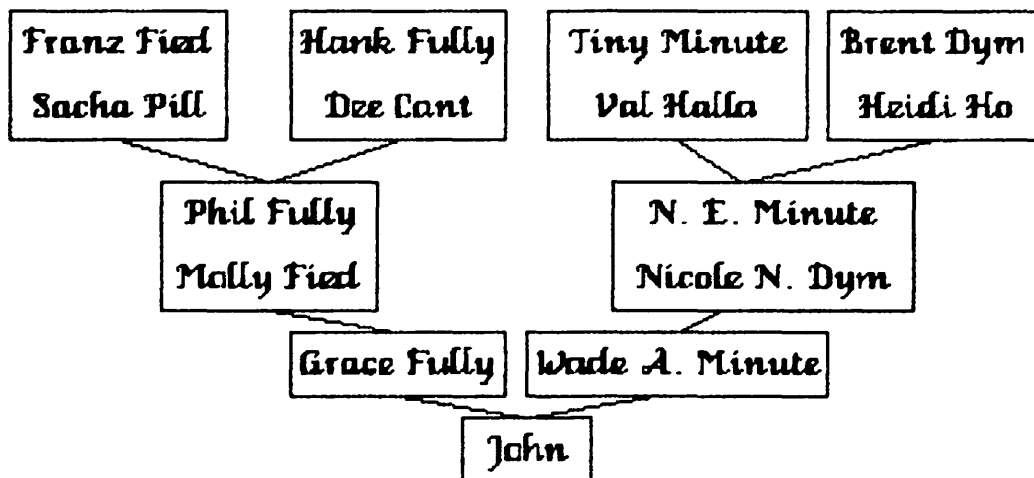
Text

FontSize

Font

Style

Just as MacPaint makes a good tool for corporate organization charts, it can be used for family trees as well. The easiest way to build such a tree is to start with the youngest generation and move upward. If you find yourself running out of room, you can eliminate those family members you would rather forget about anyway.





MacPaint

IDEA 100 RAFFLE



Text

TICKETS



Rectangle



Line Width

Edit

FontSize

Font

Style

As an interesting variant on the garage sale, you can raffle off your priceless artifacts, especially if people think you are working for a charitable organization. ("Excuse me, I'm selling raffle tickets to raise money for the Venetian Blind.") MacPaint can be used to create quite impressive raffle tickets. In no time at all, you will have a clean garage and some money in your pocket!

• • ticket # 3475	<div style="border: 1px solid black; display: inline-block; padding: 2px 10px;">3475</div>	<p>Official Raffle Ticket for a complete set of bowling shoes (used)</p> <p><small>This ticket is sold with the understanding that you must accept the prize if you win. The drawing will be held any day now.</small></p>
-------------------------	--	---

IDEA 101 ID TAGS

MacPaint



Pattern



Fill



Rectangle



Font

Roundtangle



FontSize

Text

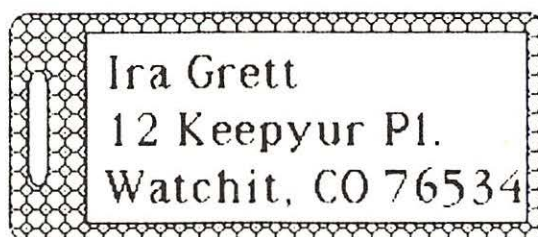


Style

Line Width



I travel a lot, and I am always carrying cameras, suitcases, satchels, and, when I am flying on commercial airlines, decent food. There are many places where I need to have identification tags, and MacPaint lets me create distinctive tags easily.



Once you have created your own ID tags, print them out and laminate them in plastic film. Leave room in your tag design for a cord or strap to hold the tag in place.

Another idea that you might try is—wait a minute! How many ideas do we have so far? 101? Really? You mean we are done? But I'm just getting started! We can't stop now, can we?

Well, I guess we can. After all, the purpose of these ideas was to stimulate you to come up with even more of your own. By now you have more than mastered your Macintosh and MacWrite and MacPaint. You have actually found your new computer to be indispensably useful!

Thanks for your attention; it's been fun!

Macterms

This is a list of Macintosh functions used in this book. The number of each *Idea* in which the function is used follows its description.

Apple menu



The **Apple menu** has lots of good things: your scrapbook, desk accessories, even a puzzle for when you're bored! Ideas: 4, 14, 21, 45.

Closed Curve



The **Closed Curve** lets you create a variety of odd shapes. Ideas: 65, 70.

Closed Curve, Filled



The **Filled Closed Curve** creates odd shapes, complete with texture. Ideas: 47, 65.

Edit



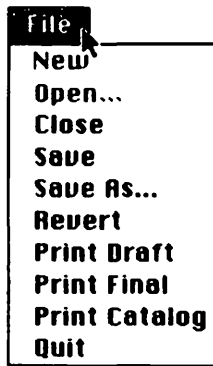
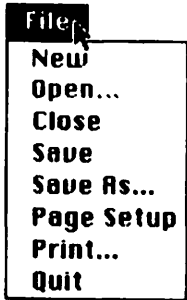
The **Edit menu** lets you correct your drafts like a professional. You can use **Cut**, **Copy**, and **Paste** to rearrange any text. If you make a mistake, the **Undo** command lets you revert to the previous version. The **Clipboard** saves your masterpieces so you can get to them when you need them. Ideas: 5, 14, 17, 18, 19, 20, 21, 22, 31, 32, 37, 40, 42, 50, 51, 52, 53, 56, 61, 62, 63, 65, 70, 75, 85, 100.

Eraser



The **Eraser** erases. A double click on this icon deletes your entire screen!
Ideas: 35, 69.

File



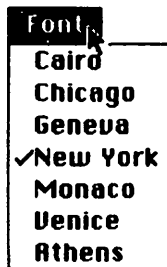
The **File menu** manages the files you're working with. It opens files to let you see what you've got and puts them away so you can move on to more important things. It not only lets you title and store your documents safely but also acts as a representative to your printer, specifying paper size, printing quality, and format (with your help, of course!). Ideas: 6, 19, 20, 29, 30, 32, 41, 51, 52, 60, 65, 78, 96.

Fill



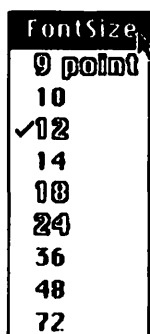
The **Fill bucket** "pours" in black paint or a texture within any enclosed area.
Ideas: 33, 37, 47, 48, 50, 51, 52, 57, 60, 64, 65, 68, 71, 72, 77, 81, 85, 95, 96, 101.

Font



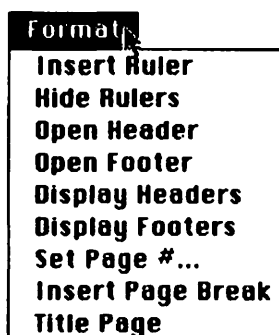
The **Font menu** has a full selection of typefaces for your document. Ideas: 1, 2, 5, 7, 8, 9, 10, 11, 12, 15, 23, 24, 25, 26, 31, 37, 39, 40, 49, 50-55, 57, 61-63, 69, 71, 76, 77, 78, 79, 80-101.

FontSize



The **FontSize** menu provides a wide selection of point sizes to give your document maximum impact. Ideas: 31, 33, 37, 39, 40-42, 49, 50-58, 61-63, 69, 71, 77, 78, 81, 82, 85, 88-92, 94-96, 98-101.

Format



The **Format** menu lets you select among a variety of different **MacWrite** aids, to allow you to manage rulers, footnotes, page numbers and other information tools necessary to efficient document creation. Ideas: 11, 12, 14, 16.

Goodies



The **Goodies** menu offers you all the inside tricks you need to manipulate **MacPaint** to the fullest advantage. You'll find the options **Fatbits** and **Show Page** essential for everything from fine touch-ups to full page tableaux. Ideas: 32-34, 37, 41, 50, 51, 64, 65, 67, 68, 72, 82, 87, 96.

Hand



The **Hand** moves your work screen around the document. Ideas: 60, 71.

Lasso



The **Lasso** can position an item on the screen without deleting the art or documentation that will surround it in its destination location. Ideas: 70, 73, 77, 82, 85.

Line Tool



The **Line Tool** is used to draw straight lines. Ideas: 31-33, 37, 38, 42, 47, 48, 65, 67, 75, 82, 87, 99.

Line Width



Line Width lets you select the thickness of the line you wish to use for creating rectangles, ovals, straight lines, and so on. Ideas: 32, 33, 37, 38, 41, 42, 47, 48, 50-53, 57, 60, 65, 67, 68, 71, 75, 77, 81, 82, 85, 87-91, 95, 99-101.

MacPaint



MacPaint opens up your new universe of artistic software. Icons speed you on your way to beautiful work. Ideas: 31-75, 77, 79, 81, 82, 85, 87, 89, 91, 94, 96-101.

MacWrite



MacWrite is your word processing specialist. A large selection of fonts, sizes, styles, and editing capabilities makes for fast and efficient document creation. Ideas: 1-30, 76, 78, 80, 83, 84, 86, 88, 90, 92, 93, 95.

Oval



The **Oval** creates perfect circles or ovals to your specifications. Ideas: 33, 47, 65, 71, 89.

Oval, Filled

The **Filled Oval** creates circles and ovals filled with texture. Ideas: 65, 82.

Pattern

The **Pattern Selection Bar** allows you to choose among many pattern styles or the colors black and white for your fill pattern. If you don't like the patterns available, double-clicking any of them will allow you to create a new pattern of your own. Ideas: 33-35, 47, 48, 50, 51, 52, 57, 59, 60, 64, 65, 68, 71, 72, 77, 81, 85, 95, 96, 101.

Paint Brush

The **Paint Brush** is used for painting black or textures. A number of different brush styles and features are available from the **Goodies** menu. Ideas: 64, 70-72, 77, 94, 97.

Pencil

The **Pencil** draws freehand lines. It's also useful for touching up close-ups obtained with the **FatBits** command. Ideas: 73, 82, 94, 97.

Polygon

The **Polygon** creates empty polygons to your specifications. Ideas: 38, 47.

Polygon, Filled

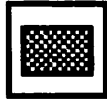
The **Filled Polygon** gives you polygons filled with texture. Ideas: 47, 48.

Rectangle



The **Rectangle** draws an empty box to your specifications. Ideas: 32, 36, 37, 39, 50-53, 57, 65, 67, 68, 71, 77, 85, 88, 89-91, 95, 99-101.

Rectangle, Filled



The **Filled Rectangle** draws any box you want, filled with any texture you select. Ideas: 34, 36, 65.

Roundtangle



The **Roundtangle** draws a box with rounded corners to your specifications. Ideas: 39, 47, 57, 60, 85, 91, 92, 101.

Roundtangle, Filled



The **Filled Roundtangle** draws a box with rounded corners and fills it with the texture you select. Ideas: 47, 85.

Search



The **Search** feature allows you to **Find** mistakes anywhere in your text instantly and then **Change** to the new entry of your choice. Ideas: 3, 28.

Selection Box



The **Selection Box** is used to indicate what item you wish to alter.

Alterations can include **Edit** functions like cutting, copying, pasting, and flipping, or options such as reduction and enlargement. Ideas: 18, 31, 32, 35, 40, 42, 45, 61-63, 65, 67, 74, 75, 85.

Spray Can



The **Spray Can** is for spray-painting. Spray paint is available in solid black or the texture of your choice. Ideas: 59, 72.

Style

Style	
✓Plain Text	%P
Bold	%B
<i>Italic</i>	%I
<u>Underline</u>	%U
Outline	%O
Shadow	%S
Superscript	%H
Subscript	%L
.....	
9 Point	
10 Point	
✓12 Point	
14 Point	
18 Point	
24 Point	

Style	
✓Plain	%P
Bold	%B
<i>Italic</i>	%I
<u>Underline</u>	%U
Outline	%O
Shadow	%S
.....	
✓Align Left	%L
Align Middle	%M
Align Right	%R

The **Style menu** gives your document that special touch. Selections let you make your words bold, italicized . . . just about any way you want them.

Ideas: 1, 2, 5, 7-14, 23-27, 32, 37, 39-41, 50-58, 61-63, 69, 71, 77-86, 88-96, 98-101.

Text



The **Text** command lets you write in **MacPaint**. A wide selection of fonts and font sizes is available, with options to change aspect and proportion in ways that just aren't possible in **MacWrite**.
Ideas: 31-39, 42, 46, 50, 51, 53-58, 61-63, 69, 71, 74, 77, 78, 81, 82, 85, 88-101.

Trash Can



The **Trash Can** is always there when you need it - to create extra room on your electronic desktop by disposing of unwanted files and folders. The **Empty Trash** command in the **Special menu** deletes them from the disk's memory, creating space for new files.
Idea: 1.

\$14.95

THE IDEA BOOK FOR THE MAGIC MACHINE

IDEAS FOR THE OFFICE



Charts and Graphs

IDEAS FOR
THE CLASSROOM



Outlines

IDEAS FOR PROFIT



This book
was produced
on a Macintosh.

IDEAS FOR THE HOME



Music Composition

IDEAS FOR
THE ENTHUSIAST



Computer Art

394-72969-2