



Correction!

A misleading tip entitled "Step and repeat in QuarkXPress" appeared in *Hot Tips & Late-breaking News #5*. Although this problem was reported to us by our users, we have been unable to duplicate it in our lab. It was therefore improper of us to publish it without such confirmation. Quark, Incorporated does not know of any such problems related to the step and repeat tool. We apologize to Quark, Incorporated and QuarkXPress users for any inconvenience this may have caused.

Gail Bardaxis  
Linotype-Hell Company

Call The Call Center

This fall Linotype-Hell combined the parts and dispatch departments into a new group called The Call Center. The Call Center handles questions related to any type of service on Linotype-Hell equipment. If you want on-site service, call The Call Center. If you need a part, call The Call Center.

The Call Center's phone number is 800-633-1900 (then follow the instructions, or, dial 4 and then 2199). The Call Center handles nearly 25,000 calls per month, so they are ready for your call and they will be happy to help you.

Thanks!

After a number of very satisfying years as author and editor of the Linotype-Hell Technical Information series I am leaving Linotype-Hell Company to pursue other interests. Over the years I have received many kind comments about the series. Your encouragement has been extremely helpful and your support is much appreciated. Thank you!

Jim Hamilton  
Linotype-Hell Company

Don't do this

Please avoid this overused design trick: enlarging the first and last letters of a logo. Unless it is handled very subtly, this trick may have some unintended results. Why? By its very nature, enlarging those letters draws attention to them, but in most cases the first and last letters have no significance. This design trick also groups the rest of the letters together which makes them appear like a bizarre new word. (See "ookietre", below):

**COOKIETREE**  
BAKERIES

It would be sensible to avoid this design trick simply because it is so overused, but on top of that, it can easily add confusion to the meaning of a logo.

The training dilemma...

What's a greater risk: Training your employees and hoping that they don't leave, or, not training your employees and having them stay. The answer is obvious. Effective training programs develop employee skills and can also reinforce employee loyalty. For more information on training on Linotype-Hell products, please call Randy Gleit (516-434-2648) or Stacie Opie (516-434-2779).

Common technology bottlenecks  
Patrick White of White & Associates has identified five common technology bottlenecks that bedevil users of desktop publishing applications:

- **Your Macintosh is tied up for long periods while printing** – *Solution:* Consider adding a dedicated file server and a print spooler. (If you already have a print spooler, look closely at your existing set-up for ways to increase throughput perhaps by creating a second spooler or even upgrading the existing spooler with added RAM, or perhaps running it on a faster computer.) Or, create a print station that may be used to queue jobs and yet leave the operator's workstation open for other work. Sometimes shops simply have one more workstation than they have operators. Once a job is being printed at a given workstation, the operator simply gets up and moves to the free one.
- **Your network speed is very slow** – *Solution:* Equipping multiple workstations with optical drives or disk shuttles can make sneaker net a viable option when the network can't keep up. Adding a hub or a file server on an existing network may provide relief. (Please note that adding these devices presents a significant network design issue which should not be taken lightly.) Finally, operators should be urged to copy files onto their own local drives rather than opening them over the network.
- **Retouching operations are very slow** – *Solution:* Look to a production-oriented workstation like DaVinci. Photoshop users should consider upgrading to a PowerMac (Photoshop 3.0 runs on a PowerMac) or increasing the amount of

RAM on your existing Macintosh. (The RAM should be at least three times your typical file size, i.e., if your typical file is 50 MB, have 150 MB of RAM.) Adding a fast hard drive can improve the speed of accessing files. Hardware acceleration boards, also called DSP boards (digital signal processors), can help too.

- **Turn-around time on incoming jobs is very slow** – *Solution:* Take pressure off of operators by preflighting jobs off-line. Require that jobs be preflighted within a given time, perhaps two hours, but skip preflighting for simple jobs. In all cases, observe "sit time" very closely (i.e., time spent waiting at the workstation, printer, or processor).
- **Competitors with similar equipment have better throughput rates than you do** – *Solution:* Look into training programs for your employees. Also, educate your customers about common problems with supplied desktop publishing files. This will help to reduce the amount of file reworking that you do.

White & Associates provides graphic arts marketing, training, and consulting services. For more information, please contact Patrick White at 617-494-9080.

1994 notebook price change  
Now that we have reached the end of 1994, we are dropping the list price of the 1994 Linotype-Hell Technical Information notebook to \$99 (it was \$169). Service contract customers, and Linotype-Hell User Group members receive an additional discount of nearly 25%. To order additional copies of the 1994 notebook (or any of the notebooks from the series), please call the Linotype-Hell Information Center at 800-842-9721.