

# MOUSE TALKES

## April 2011

The Mac App Store – The future of Mac software?

*By John Stealey*

When the Mac App Store has arrived in January 2010 it came with more than 1,000 different free and paid Mac apps. While nearly identical in design to the iTunes App Store for iOS devices (iPhone, iPod, iPad), the Mac App Store represents a big shift in Macintosh application discovery, development, and delivery – the 3 Ds. I've already done a walkthrough of the Mac App Store in a previous meeting. If you have not yet experienced the Mac App Store, you'll need to upgrade your Mac OS X software to Snow Leopard 10.6.6. Once you do, you'll find the Mac App Store waiting for you in your dock. I encourage you to check it out for yourself.

Why the sudden interest in the Mac App Store? Well I'll tell you.

At the recent Supermeet held at the NAB in Las Vegas – Apple previewed the next version of Final Cut Pro – Apple's professional video editing software. At the end of the meeting The Apple rep said it would be available for \$299.00 (great price!) in June from the App store full version! – WOW - the App Store? Is this how Apple is going to control its own software releases in the future? No installer, just click, download the use the software – WOW. But what about a disc archive? No worries just re-download from the Mac App Store.

The Mac App Store is now packed with more than 65,000 applications. This vast collection of applications spans 21 different categories. Apple has done an amazing job ensuring that the store seem effortless as easy as buying a song or movie on iTunes. And huge! - an endless supply of must-own Mac Apps - the sense that there are more apps than you could ever dream of finding in one place.

The Mac App Store is very straightforward, easy to use and quite an asset for finding new Mac software. All the licensing for the software is handled through your iTunes account, very easy, and NO MORE TYPING IN HUGE ACTIVATION CODES for software – just click download and go. Once again Apple definitely has a winner here, just be careful it can be very addictive! My daughter is very fond of “renting” movies on the Apple TV, and buying songs for her ipod – it's so easy and she never sees the bill – I do – you have been warned.



WWW.PCWEENIES.COM



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# Photoshop CS5: The Missing Manual

By Lesa Snider

O'Reilly Press, 794 pages, Retail price: \$49

*Reviewed by Sally Brown*

If you are serious about Photoshop CS5, or you are wondering if you should be serious about it, even a brief look through this massive book will give you answers. You may decide this book is the one you have been waiting for, or you may decide that you can get along with knowing less than everything that this enormous volume offers.

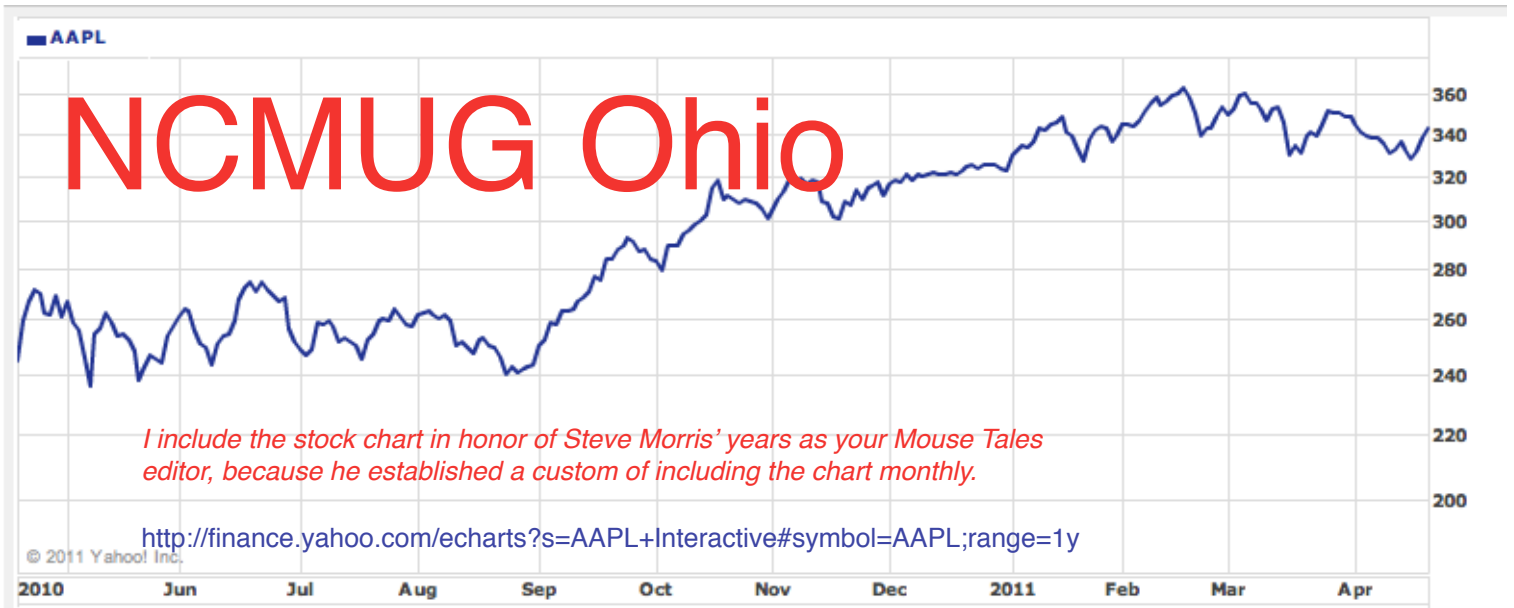
This book is a brilliant achievement, not only because it covers every imaginable feature of CS5 but more importantly because it carefully teaches what you need to know to actually accomplish the stunning techniques that are described on its pages, many of which you may never have known existed. Naturally the author starts out with the basics for using Photoshop, the groundwork so to say, so that you have a solid foundation before you proceed into the neat stuff, but even here you can find new aspects of old techniques that you never suspected existed. Each page includes photos, screen shots, or diagrams labeled with key words or arrows so that you can see what she is up to before you launch into the text of the accompanying paragraphs. As you turn the pages, you are learning skills in a natural sequence.

Beyond the expansive content of the book, the layout for this teaching is undoubtedly its best feature. For each editing task, Lesa gives a brief overview of what you could accomplish so that you have some idea right away about where she is going. She usually shows how editing one particular way fits in with other similar possibilities using different techniques, which she may then review as well, so you get double barreled learning.

On the first subtitle beneath this overview, she briefly describes the steps that will be needed. Beneath these descriptions she gives complete instructions on what to do, including reminders of where she has taught parts of these steps before, with the relevant page numbers. Meanwhile she is very clear about variations in the technique that you might prefer, and she draws your attention to mistakes you will need to avoid. This takes very close and careful reading but you will end up knowing more about Photoshop than you ever imagined was possible. You will feel very encouraged and brave enough to tackle a project you had heard about but had not the faintest idea of how to accomplish. She makes everything seem so simple and obvious.

The book is broken up into sections which function like chapters covering a single topic like sharpening. Every section covers important concepts, but a few are standouts because they cover material not usually found in similar CS5 books. Typing text, for instance, gets 58 pages, enough to take the reader through all sorts of basic uses up to fun projects like using words as a semi-transparent overlay for a photo, or filling a shape with type. Painting with Photoshop is allotted 50 pages. Needless to say, every section is very detailed, and every aspect of CS5 gets fair and equal treatment.

What you will ultimately take away, however, is a marvelous understanding of the basic techniques of Photoshop like color correction, combining images, sharpening and fixing blemishes in people, all described in great depth with comfortable steps. You will be ready to tackle your own projects. Lesa wants to make you a pro in CS5, someone who is competent and confident in all aspects of editing. Think about it.



NCMUG Meeting Location:  
 St. James Lutheran Church  
 4771 Broadview Road  
 Cleveland (Old Brooklyn)  
 Just North of I-480

~ Agenda ~

**7:00 ~ Refreshments and Fellowship**

**7:15 ~ Welcome/Introductions ~ John Stealey, President**

**7:30 ~ “You Asked for It -- How to Stay in Sync with Your Macs and IOS Devices” presented by Marv Leventhal**

**How to use syncing to keep all your Mac and IOS in sync with each other. How to sync your iTunes libraries with your iPod and iPhone. How to keep all your calendars in sync. Even if you use Gmail, you can sync it too! How to keep your life in sync!**

**8:45 ~ Raffle**

**9:00 ~ Adjourn**

THIS MONTH'S  
 MEETING  
**April 25, 2011**

FOR MORE INFO, CALL:  
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