Apple Mac A Graphic Designers Best Friend

It is very common to find that top graphic designers and advertising agencies use Apple Macs. Even though a lot of people in the country are using PCs, the Apple Mac still holds its own against all odds.

Why?

An Apple Mac is known to Work a lot better;
* The operating system of the Apple Mac is 99% resistant to all types of known viruses and so rarely becomes infected.
* An Apple Mac can never be cloned! An Apple Mac is simply an Apple Mac, period.
* The Apple Mac is also known for handling very large and quite complex graphic files, far better than a PC.
* Apple Macs are known to be a lot more reliable than PCs.

A lot of companies believe that PC programs, such as PowerPoint, Word, Publisher, Excel and so on, are great for offset printing; the truth is that they are really not. Why? These programs are really good for low resolution output to PC screens, copiers and network printers, but when you attempt to process them through an image setting equipment that is used for high-end offset printing, the result is something you would not want a third party to see.

Most graphic designers have experienced the following problems in the past;

1. The colors from any MS software are produced in red, green & blue (RGB) and not in cyan, magenta, yellow & black (CMYK). This of course, is really not suitable for process printing for a 4 color. While the file can be converted, the color quality will suffer.

2. The page size in United States software is totally different to Austrian sizes and there are always text flow formatting issues.

3. The graphics that are created using MS software are usually low resolution. This means that when they are printed using the offset method, the result is highly pixelated graphics.

In order to avoid these problems, the best thing to do is to ensure that you invest in an Apple Mac – this is of course going to help you avoid wasting both your money and your time.

You also need to understand that a lot of die-hard printing companies and graphic designers are known not to take anyone who uses a PC to create artwork files seriously. A lot of experts in this field advise that graphic designers invest in an Apple Mac.