The Fickle Folders of Fonts

by Brent Brotine, photos by T. J. Hine

Do you really need to manage fonts on a Mac? Absolutely -- to prevent font conflicts, slow performance and workflow inconvenience. And while proper font management can seem daunting, fifteen C3 members learned just how easy it can be at our Font Management FMO on Wednesday, January 19 at T. J. Hine’s studio.

Our guide through the world of suitcases, libraries and glyphs was Gino Generelli, owner and lead technician for the MacHero support and consulting firm in Chicago. Gino is an Apple Certified Support Professional, a member of the Apple Consultants Network, and all-around good guy when it comes to keeping Macs at their peak.

Gino started off by explaining how font technologies have changed over the years, starting with Adobe’s PostScript in the 80s, followed by Apple and Microsoft releasing TrueType fonts in the 90s, and then the cross-platform OpenType from Adobe and Microsoft becoming the new standard in 2005.

All of these font technologies are supported by Mac OS X.

Macs come with a set of system fonts located in system/library/fonts; these are generally best left alone as they are the fonts that make your Mac work. The “All User” font folder, where you can place fonts available to everyone using your Mac, is /library/fonts. User fonts, those for your use alone, can be placed at ~/library/fonts (the tilde represents the user’s home.)

Font management programs create sets (front collections you identify for a specific purpose) and libraries (physical folders where actual fonts are stored.) Your font manager will auto activate fonts, so if you have a document you open needs Gil Sans and you don’t have it loaded, the tool will sense that and turn on the font. Most will also detect and repair corrupt fonts.

If you don’t have a lot of fonts and are a casual font user, Apple FontBook, the free font management program built into OSX, is a good choice. However, if you depend on your font collection (and if you have more than 1,000 fonts on an Intel Mac) a third-party program is better suited for production needs.

The three top names are FontAgent Pro from Insider, FontExplorer X Pro from Linotype, and Suitcase Fusion 3 from Extensis. Each has its individual pluses and minuses; the tried and true leader is Suitcase as it’s been around for a long time, works well, and reliably deals with font conflicts. All of these programs offer full-featured 30-day trials, so Gino recommends experimenting to find the one that best fits your personal work style.

Contact Gino at machero.com.

Left Great font impressions: Cindy McEwen as Comic Sans, Nate Marks as Goudy OldStyle and Mary Wagner as Brush Script.
Right Gino left his superhero costume at home, but gave us permission to reveal his secret identity.
It's an old adage, but I still want to believe it. The problem, as I see it, is not what, but when. A lot of businesses (mom and pops for sure) seem to advertise when they are slow. To me this may be too late. Businesses should have a program running yearlong, looking at the big picture so that their ads are out there when they do slow down.

That slow period should be used to update promos, brochures, websites, etc. The hard part: Money. When you're slow, cash flow is slow – Big picture.

Businesses also need to find other outlets for the ads. It's hard to say where your ad or promo will end up and who may hire you. Case in point: A cabinetmaker was installing in a home in my neighborhood. The homeowner suggested that the cabinetmaker advertise in our small neighborhood newsletter. He looked into and decided to give it a try. The result: He a job even before the ad was published! Yes, I hired him. It pays to advertise.

What I think we need to do is write our alderman, the mayor, congressmen, senators and the president and suggest that a good way to kickstart our economy would be to convince companies to start advertising again. That way people would know what goods and services are out there and we, C3 members, could get back to work – Brilliant!
upcoming programs

April 28 we will be co-hosting with APA and ASMP, Maria Piscapo. She will be speaking on Getting Paid What You Are Worth; Taking Charge of What You Charge. Maria is always an inspiring speaker.

Please join us in May when C3 will host a networking mixer with a marketing group. This is a good way to get out and meet other professionals in a related field and in a fun setting.

In June we’ll have our C3 Annual Meeting. This is in the planning stages right now, so if you’d like to be in on the planning process, please contact me at shmarx@yahoo.com. As always, please check the C3 website for dates and venues.

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From watering cans to pajamas to coffee mugs, it was another horror invasion of the ugly … the useless … the decrepit.

But that’s the usual fun of our (Post) Holiday Party’s white elephant gift exchange, and C3 members and their families enjoyed it this year on the flip side of Xmas, Sunday, January 9 at T. J. Hine’s photo studio. In the spirit of Festivus, C3 members swapped and stole one horrible gift after another from each other — with the big winners the children who were able to snag cheap toys and beastly animal figures.

Everyone was pleased with the potluck supper and tasty homemade desserts — even the vegetarian dish of quinoa and mushrooms that proved to be a new taste for many members.

To cap off the evening, we donned smocks and old clothes to paint our stash of metal folding chairs in holiday and avant-garde designs. You can see, and sit on, the delightful results at all future meetings held at T. J.’s studio.

Our thanks to the Programs Committee for organizing another winning Holiday Party, and you just might find some of our least-favorite items being regifted next year.

The primary value of a business plan will be to create a written outline that evaluates all aspects of the economic viability of your business venture including a description and analysis of your business prospects. It will define and focus objectives using appropriate information and analysis.

Using it as a selling tool in dealing with important relationships including your lender, investor & banks. It will help uncover omissions and or weaknesses in the planning process. The plan can be used to solicit opinions and advice from others, including those in your intended field of business. Often entrepreneurs forge ahead without the benefit of input from experts who could save time and a deal of wear & tear “my way” can result in unnecessary hardships.
The C3 newsletter is published quarterly from September to July and reaches a wide range of communication arts professionals. Display and classified ads are available to members and non-members.

For more information contact Cindy McEwen at macindy@aol.com.

**Take Charge of What You Charge with C3 and Maria Piscopo**

A lot has changed in the creative business over the last five years – but what has not are Maria Piscopo’s on-target insights about keeping clients coming back. So we are delighted to co-host an all-NEW presentation by Maria, in conjunction with American Society of Media Photographers (ASMP) and American Photographic Artists (APA), on Thursday, April 28 at 6:00 p.m.

Join us for “Getting Paid What You Are Worth,” and discover the secrets of helping clients hire you … negotiating as a creative professional … offering verbal estimates that win jobs … and creating tight bonds with your clients. Whether you’ve been in business for two years or twenty, this presentation provides terrific tips and tricks you’ll use the very next day.

What’s more, Maria will be available for personal consultations on Friday, April 29 by appointment only. Regularly $550, Maria is offering these one-on-one sessions to C3 members for $350. She will review your portfolio and help you develop a comprehensive marketing strategy that can lead to greater success in 2011.

The program will be held in Room 106 at Harrington College, 200 W. Madison St. The price for C3 members is $20 in advance, $25 at the door. You can RSVP online, and assure yourself a seat, at www.chicagocreative.org.

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**C3 Newsletter Advertising Opportunities**

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For more information contact Cindy McEwen at macindy@aol.com.
Francine Ziev
Graphic Designer
www.behance.net/franziev
fhziev@earthlink.net
773.409.4545

1. Evanstonnow.com
   New logo for a local news web site

2. Centerpost
   Pocket brochure to promote Centerpost’s communications management software

3. Silgan Containers
   Web site design for this major food container manufacturer’s inaugural web presence

4. Association for Laboratory Automation
   Branding and marketing materials for a new conference hosted by a professional association of scientists

5. Aladdin Knowledge Systems
   Poster, part of a print and web media integrated marketing campaign, for Aladdin’s new version of their network security product
Katie Hawkey again organized Swap-O-Rama-Rama, a huge clothing swap and series of DIY crafty workshops as a fundraiser for her mother’s school, Three Sisters Folk Arts School. It’s a yearly event that explores creative reuse through recycling. Patrons can bring in forgotten clothes, swap them for something different, and then use sewing machines and silk screens to turn their outfits, bags and more into brand-new looks.

Cindy McEwen sincerely thanks all the C3 members who sent condolences and well-wishes to her and Gary for the loss of his brother, Ty. You can see a video of Ty playing drums at www.youtube.com/watch?v=FITYbwGmvX8. There is also a copy of the memorial video that Cindy and Gary put together at http://www.vimeo.com/20311070.

At the corner of Halsted and Cornelia, an artist in Carolyn Aronson’s neighborhood spray painted a slab of snow, chopped it up and stuck the pieces in a pile of snow. Carolyn got there with her camera before it was completely covered with snow.

New C3 Members
Karen Woodbury
Nordland LLC
773.320.5452
kariwoodbury@gmail.com

Alina Saczek
Alina Saczek Design
asdezine@comcast.net

LinkedIn Group
Chicago Creative Coalition (C3)
http://www.linkedin.com/groups?viewMembers=&gid=1895594&sik=1282930056389

CanDo Networking Dinners
http://www.linkedin.com/groups?mostPopular=&gid=2088460

Facebook
http://www.facebook.com/group.php?=134133816610943&v=wall

Twitter
http://twitter.com/C3_connect
C3 Talks with Judy Zeddies

Name Judy Hinkes Zeddies
Occupation self-employed artist, teacher, occasional DTP
Current Projects teaching contemporary printmaking at North Shore Art League in Winnetka; teaching glass fusing at Lill Street Art Center in Chicago
Dream Client a few collectors who have 5 or more of my works
Family/Kids/Pets no kids, my hubby & I are childish enough!
Hobbies/Interests taking ceramics class at Lill Street
Three Words that Best Describe Me practical, whimsical, analytical
Gadget I Can’t Live Without I have a great hand-truck to get stuff in & out of art fairs
Favorite Movies The Third Man, by Hitchcock, the zither music makes it
Favorite Musical Artists almost anyone that plays at the Old Town School of Folk Music. I’ve recently seen Dave Alvin there; he’s been a fave since his rockabilly days with the Blasters 20 years ago
Book I’m Reading Right Now none, I can barely keep up with the daily paper & 5 magazines
Favorite Web Site any but my own
My Fantasy Is I can afford an assistant to help me at every art fair, and it only rains on weekdays during show season
Prized Possession Three etching presses and a tabletop letterpress & type
My Inspiration Comes From I steal the titles from folk songs a lot; I keep a list of potential titles to help on slow days.
Favorite Food ABD (anything but duck)
Favorite Restaurant erwin on Halsted, they know how I like my martini
Favorite TV Show Diners, Drive-ins & Dives on Food Network
Favorite Radio Station Personality Lin Brehmer on WXRT
Places I’ve Traveled Rome, London, Amsterdam, Paris, Tokyo, Hong Kong & African safari. Favorite recent trip was Yosemite last year.
Three Things in my Medicine Cabinet ibuprofen, deodorant & out of date contact lens solution
Favorite Way to Chill Out go to family’s lake house in Vilas County, Wi. The drive is worth it.
If I Won the Lottery, I’d give lots more to charity, especially food pantries

Like what you see?
Ink Printed digitally on Xerox 700.
Paper This newsletter is printed on Mohawk Options 80# text, 100% PC white. A 100% PCW paper with an exclusive Inxwell process to give the color of ink more pop without having to print on a coated paper.
Process The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.

How to join C3
The easiest access to a C3 membership application is through our website: www.ChicagoCreative.org/app.htm. Fill out and print a membership application and mail with a check to: Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477, Attn: Membership Director.
E-mail questions to: C3@ChicagoCreative.org or to the Membership Director: Mike@sicreative.com
ChicagoCreative.org

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