



**Macworld**  
THE MAC PRODUCT EXPERTS

Eastern Caribbean  
November 7-14, 2004

# MacMania™ III



*Speakers:  
Jesse Feiler, Laura Gutman,  
Janet Hill, Leo Laporte,  
Deke McClelland, David Pogue,  
Mark L. Rubinstein, Joseph Schorr,  
Jason Snell, Sal Soghoian,  
and Steve Wozniak*

*Escape to the good life. Allow yourself to be pampered. Unwind. Have fun.  
Enrich your mind. And do it all aboard a luxurious cruise ship.*

## WEB

You may select any combination of seminars so long as you do not select more than three day's worth of sessions. You may also freely move between the class rooms — even in mid-session!

The conference fee is \$795 and includes all seminars and course materials. (Book by 12/31/03 and deduct \$100 per person.)

Spouses and guests are welcome to attend the Bon Voyage Cocktail Party as well as all of the Entertainment.

### Animation For Everyone with Flash (half day) Speaker: Laura Gutman

Whether you want to put some pizzazz on your web pages, or become the next Walt Disney, Macromedia Flash is your ticket to adventure. Drawing in Flash is intuitive, and animating is fun and easy. Yet this is a professional-level program, being used today to create animated movies for delivery on web and CD as well as to build web pages and websites. In this workshop, we'll learn how Flash works and build animations from simple to not-so-simple, and we'll see how to integrate Flash movies into your website. If you've been dying to try Flash, come to the workshop and get a 30-day fully-functional trial version to play with during the workshop and after.

### Put Your Photos and Videos on the Web with Dreamweaver (half day) Speaker: Laura Gutman

You have your digital camera and camcorder to capture those great moments, and iPhoto and iMovie to create your own digital portfolio. Now learn how to turn them into a really great website with Dreamweaver. We'll look at automated tools like the Create Web Photo Album command, as well as techniques for working with images and movies.



## GRAPHIC ARTS

### Photoshop Common: The Basics of Photoshop and Elements (half day) Speaker: Deke McClelland

Both Photoshop and Photoshop Elements offer their fair share of unique capabilities. But not surprisingly, there's a lot of overlap as well. These shared features amount to a common Photoshop vocabulary that will serve you well regardless of which application you choose to use.

- The File Browser
- Navigation
- Image Resolution
- Rotate and Crop
- Select and Modify
- Fill, Stroke, and Color
- Remove Red-Eye
- Create and Use Layers
- Opacity and Blend Modes
- Actions and Styles
- Panoramas and PDF Slideshow

### Retouching in Photoshop: Heal, Liquify, and History (half day) Speaker: Deke McClelland

Retouching is nothing more than the safe and inexpensive art of making people look the way they think they look on a really great day. Armed with Photoshop, you can erase wrinkles, whiten yellow teeth, remove unsightly hair, and fill in unsightly lack thereof. Best of all, you can take that 10 pounds that the camera adds and delete it with interest. Join Deke for three hours of non-evasive cosmetic surgery, skeletal reformation, and selective time travel.

- The Edit Tools
- Cloning with the Stamp Tool
- Healing Brush and Patch Tool
- Liquify and Displace
- Using History
- The History Brush

### Photoshop for Digital Photographers: Correcting Colors and Focus (half day) Speaker: Deke McClelland

The stuff you need to do to virtually every digital photo, explained in exciting, nautical detail. Learn how to remove color casts, boost saturation, revive lost skin tones, increase contrast and brightness, offset vivid backlighting, temper a hot flash, and correct the focus of a soft image. No bells, no whistles — just good, clean digital photography fun.

- Color Variations
- Hue Shift and Colorize
- Mixing Color Channels
- Auto Color and Levels
- Show and Highlight
- Adjustment Layers
- Correcting Focus

### The InDesign Decade: Transitioning from PageMaker or QuarkXPress to InDesign (half day) Speaker: Deke McClelland

InDesign is heads and shoulders more capable than PageMaker or QuarkXPress. But how useful is it if you have to learn a whole new program? Here's how to hit the ground running.

- Preferences and Shortcuts
- Open PageMaker and Quark Files
- Navigation and Pages
- Page Numbering
- Ruler Guides
- Importing and Flowing Text
- Styles, Formatting, and Glyphs
- Table Creation
- Importing Graphics
- Scaling and Cropping
- Wrapping Type around Graphics
- Clipping Paths and Transparency
- Packaging and Preflight
- Export to PDF



### InDesign: Up Close and Personal (quarter day) Speaker: Joseph Schorr

Become an InDesign guru and boost your efficiency by learning this slew of unpublished tricks and tips that tap into InDesign's most unique features. Going beyond InDesign's built-in features, this session will also show you the crème de le crème of the numerous plug-ins for InDesign, with practical advice about which ones are most valuable.

### Introducing Illustrator: Vector Drawing at Its Best (half day) Speaker: Deke McClelland

Adobe's oldest graphics applications remains one of its best. Adobe Illustrator lets you create smooth-line artwork, high-resolution type treatments, and design-intensive documents with more precision and control than any other graphics program on the market. Join Deke McClelland, host of the DVD series "Total Training for Adobe Illustrator," for a grand tour of this amazing piece of software.

- Vector-Based Drawing
- Shapes, Scale, and Rotate
- Fill, Stroke, and Stacking Order
- Using the Pen Tool
- Tracing Scanned Artwork
- Pathfinder Operations
- Text Formatting and OpenType
- Type on a Path
- Blends and Masks
- Transparency and Live Effects

### Font Mysteries Revealed (quarter day) Speaker: Joseph Schorr

Be honest: How many copies of Helvetica do you have on your Mac? Fonts were supposed to get easier in Mac OS X, but now there are five Fonts folders on your system instead of just one, and the potential for confusion — and trouble — is greater than ever! This practical and in-depth look at fonts and font management will reveal everything you need to know about font types, handling font conflicts, dealing with corrupt fonts, and the best font management tools available to Mac OS X users.

### Abusing Keynote (quarter day) Speaker: Marc L. Rubinstein

Yes, you read it correctly. We will learn to abuse Keynote (and, by extension of the tricks and techniques, other applications as well). Through the selective use of animated GIFs, audio of varied types, graphics, gimmicks, and other such we will show you how to turn an albeit pretty, though average, presentation into one with pizzazz and life. Learn why less is, indeed, often more, but also find out when and why sometimes only more will do. Learn to add audio, animation, special effects, graphics, transitions, and video into your Keynote presentations — along with the restraint necessary — to make them shine.

**iMovie: the Missing Crash Course (quarter day) Speaker: David Pogue**

New York Times columnist David Pogue takes video lovers on the ultimate immersion course based on his bestselling book *iMovie and iDVD: The Missing Manual*. In this fast, funny session, Pogue, with the audience's assistance, will actually produce and edit a full-fledged movie — with plot, characters, music, effects, and, of course, technical workarounds — that will teach you not just about iMovie and your camcorder, but the Hollywood techniques that separate amateur camcorder and production work from polished, professional efforts.

**iPhoto: The Missing Crash Course (quarter day)**

**Speakers: David Pogue and Joseph Schorr**

With its free iPhoto software for Mac OS X, Apple has provided a graceful companion to your digital camera. In this funny, fascinating session, David Pogue and Joseph Schorr, coauthors of *iPhoto: The Missing Manual*, show you how easy it is to turn your digital photos into a slide show, screen saver, Web page, Kodak prints, DVD, email, or a handsome, hard-bound gift book. They go far beyond the basics, showing you how to speed up iPhoto and manage multiple photo libraries. Because using iPhoto without a grounding in camera technique is like getting a map before you've learned to drive, this seminar also provides a friendly guide to your digital camera's features, plus professional tips for making even everyday snapshots look spectacular.

**Mac DVD (half day) Speaker: Jason Snell**

Whether you've got a digital camcorder or just a stack of old videotapes, it's time to make the move to DVD — and no computer burns DVDs better than the Mac. This guide to making DVDs on your Mac starts with the basics: converting old analog videotapes to digital format, preparing them for DVD, and using Apple's iDVD to burn them. An assortment of iDVD tips will get you burning DVDs in no time! Then we'll go beyond iDVD to give you tips on video compression, using Apple's DVD Studio Pro to make full-featured DVD discs, choosing DVD-R media, and more.

**The Digital Hub Explored (half day) Speaker: Jason Snell**

Apple has demonstrated its ability to lead in innovation in personal software. iMovie, iDVD, and iChat are but just a few examples of this. Who knows what's coming between now and late 2004? In this seminar we'll play with Apple's latest generation of its "Digital Hub" products and other products related to them. We'll see how video, audio, photos, and other media work together — plus we'll put a spin on whatever Apple's latest and greatest products are.

**Life is Good ... iLife Makes it Better! (half day) Speaker: Janet Hill**

Come see what happens when you take four best-of-breed multimedia applications — iTunes for managing music, iPhoto for digital photography, iMovie for editing digital video, and iDVD for creating your own DVDs — and integrate them so that they work together seamlessly. Suddenly, it all connects!

Let your imagination soar: The iLife software applications let you do fun, creative things with your pictures, music, and movies in ways that PC users can only dream about — and then you share your joy with family and friends every which way, from email and the Internet to print and DVD. And you can do all these things and more, quite nicely, without thumbing through a manual.

**Host: Jennifer Laporte**

When we're at sea, the geeks will be busy taking seminar after seminar. So what's the traveling companion to do during this 'sea time?' For starters, get to know your fellow Geek Cruisers! In this three-hour casual get together we'll meet each other, learn where our group members are from and what they hope to do in our ports of call, make plans to get together, and enjoy a relaxed spot on the ship.

## OS X

**Secrets of Mac OS X (half day) Speakers: David Pogue and Joseph Schorr**

Join this highly entertaining session as David Pogue (author of *Mac OS X: The Missing Manual*) and Joseph Schorr (Macworld "Secrets" columnist) make Mac OS X sing, dance, and stand on its head. Witness a parade of undocumented Easter eggs, learn to make useful AppleScripts in 30 seconds, double Web browser speed, protect documents from prying eyes, unleash the real power of the Dock, and much more.

**Even More Secrets of Mac OS X (half day) Speakers: David Pogue and Joseph Schorr**

What, half a day of humor and amazement not enough for you? Then come back for more.

David and Joe pick up from where they left off to take you even deeper into the treasure caves of Mac OS X. This time, prepare to learn about managing your Classic folders, setting up a home network, connecting to Windows machines, peek into the amazing wonderland of how Mac OS X manages memory. You'll even get a gentle, sensible introduction to the power of Unix that beats within the chest of every Mac OS X machine.

**Leo's Ten for X (half day) Speaker: Leo Laporte**

A tour of the most useful freeware and shareware programs for OS X. Learn how to make your Mac easier to use, download faster, have fun, and more. Discover unknown treasures and learn the operating secrets for these must-have utilities. No downloading required. Each participant will receive a CD with all 10 programs ready to run.

**Mac OS X, Web Services and Sherlock (half day) Speaker: Jesse Feiler**

Would you like to expand Sherlock by developing your own channels? How about connecting to the ever-growing list of Web Services all over the Web using AppleScript or a Cocoa template? Web Services work and are catching on rapidly because they're simple and easy to use. This session will show you what they are, how to find and use them, and even how to cook up your own Web service.





## POWER USERS

### **Scripting the Mac: Shell script, Applescript, and Perl, O My! (half day)** **Speaker: Leo Laporte**

Mac OS X offers the savvy user more ways to automate tasks than any other operating system. You'll learn how to use Applescript, Perl, and shell script to control your favorite programs and handle repetitive tasks on your Mac. We'll write real working programs from scratch. No programming experience required.

### **AppleScript Fundamentals (full day)** **Speaker: Sal Soghoian**

Gain a thorough understanding of the fundamentals used to create real-world AppleScript scripts. Step-by-step, practical approaches, and techniques are reviewed in detail with plenty of snippets to aid you in developing a solid foundation in script writing. Sal provides insight and examples gleaned from over a decade of scripting the Mac OS and its core applications. Special attention is paid to new AppleScript tools and abilities found in Mac OS X v.10.3.

### **Introduction to AppleScript Studio (half day)** **Speaker: Sal Soghoian**

Here's your chance to discover the tremendous power of the hottest and most important Apple technology to be introduced in years — AppleScript Studio. If you know how to write a script, you can easily create robust, native Mac OS X applications that have all the abilities and

power of applications written in Objective-C or Java. AppleScript Studio is a professional integrated development environment that uses AppleScript and Apple's premier development tools, Project Builder and Interface Builder, to quickly develop and build Aqua-interfaced solutions.

### **FileMaker Today (half day)** **Speaker: Jesse Feiler**

Entering its third decade, FileMaker is more popular and powerful than ever. Perhaps the easiest-to-use database on any platform (it runs on Mac and Windows), it routinely garners awards such as Codies from the Software and Information Industry Association, and Editor's Choice from PC Magazine. Find out what it can do now, how to share data with Instant Web Publishing, how to use relations, and — best of all — how to load up the sample templates with your own data so that you can get started without doing any database design or programming.

### **Taming Audio (quarter day)** **Speaker: Marc L. Rubinstein**

In this seminar we will explore the getting, editing, and utilizing of audio. We will look at and work with various samples of multiple types of audio files and see how easy it can be to repair, shorten, lengthen, add effects, "clean up," and "finalize" these files for use in any number of applications, including, but not limited to, iPhoto, iDVD, iMovie, Final Cut Pro/Express, and Keynote.

# ENTERTAINMENT

### **An Informal Hour with Woz**

Musings, observations, the vicissitudes of dog ownership, burning questions, and tangential answers.

### **Macworld and Apple Q&A (one hour)**

Macworld Editor **Jason Snell** and Apple Computer's **Sal Soghoian** and **Janet Hill** take questions in an open forum.

### **The Future of Computing and Hand-Helds (1.5 hours)** **Speaker: Steve Wozniak**

A look at the evolving nature of Computing. Woz will discuss user-centric networks and the handheld devices and technologies that create a mobile, highly functional, truly personal computing environment. Computing, informing, doing through technology — how we do and will do it. Undoubtedly, we will be briefed on Woz' Wheels of Zeus endeavor.

### **Leo Laporte Live (one hour)**

As host of the TV show *The Screen Savers* for the past six years, Leo has met the noteworthies of computing and high-tech. Throwing caution to the wind, Leo offers you a one-hour retrospective of *The Screen Savers* habitat — you'll hear both off- and on-camera tales, anecdotes, and hilarious stories of the rich and famous.

### **Meet The Computer Press (one hour)**

**David Pogue** writes the weekly "State of the Art" column in the *New York Times*, and hosts technology segments for both "CBS News Sunday Morning" and the "Martha Stewart Living" TV show. But what you see in the paper and on the screen is only the beginning! For the first time, he'll open the robe, giving you a behind-the-scenes look at high-tech journalism: what gets edited out, how products get selected for review, how to smell a turkey a mile off. It's a funny, fast, story-filled one-on-one with one of America's premiere tech journalists!

### **The Story of the Apple II (1.5 hours)** **Speaker: Steve Wozniak**

Join Woz as he thinks the big thoughts, meditating on the nature of computing equipment that led to the early Apple computers. He will reflect on founding Apple, early company history and culture at a small and humble Apple, and how and why Apple's philosophy and vision changed the direction of "things."

# SPEAKER BIO'S

**Jesse Feiler** is the author of a number of Mac OS X books including *Mac OS X: The Complete Reference*, *Mac OS X Web Services*, *Using AppleScript*, *Cocoa*, *Sherlock*, and *the WebObjects Template*, *Teach Yourself FileMaker in 24 Hours*, *Teach Yourself AppleScript in 24 Hours*, *Mac OS X Developer's Guide*, and *Making Movies, Photos, Music, and DVDs On Your Mac*. He is also the author of *WebObjects 5 Developer's Guide*, as well as many books on the Web-based enterprise, the Y2K problem, home offices, databases, and FileMaker. His books on OpenDoc, Cyberdog, Apple Guide, and Rhapsody are now collector's items.

He has worked as a developer and manager for companies such as the Federal Reserve Bank of New York, Prodigy, Apple, New York State Department of Health, The Johnson Company, Young & Rubicam, and others.

Active in the community, he has served as President of the Mid-Hudson Library System, Chair of the Philmont Comprehensive Plan Board, and Treasurer of the HB Playwrights Foundation. An expert on the use of technology in non-profit organizations, he speaks on that and other topics and is heard regularly on WAMC Public Radio for the Northeast.

**Janet Hill** is a K-12 Education Development Executive for Apple Computer. She has extensive experience in educational technology profession. Formerly a math and science teacher for 12 years, Janet has a solid curriculum background, and a strong tie to education.

Janet received her education degree from Baker University in Baldwin City, Kansas. She has Masters Degrees in Biology, Instructional Technology and Gifted Education. Janet is an avid ornithologist and enjoys yearly trips to South America to study birds and ecology.

Janet's interest in education stems from her experience in the classroom as well as growing up in a family of educators. Janet's goal is to help other people find ways to make technology an invisible tool with which to explore the world.

**Leo Laporte** is co-host on "The Screen Savers," TechTV's interactive show geared toward the tech enthusiast, and co-host/anchor on "Call for Help," TechTV's live hour call-in show. Prior to TechTV, Laporte co-hosted "The Personal Computing Show," which aired on CNBC, Lifetime, and other cable channels; co-wrote and hosted "Internet!" on PBS television; and was a daily contributor to "The Site," which aired nightly on MSNBC. Laporte won an Emmy for his work on "The Site" in 1997. Leo is also the author of *Leo Laporte's 2004 Technology Almanac*.

Laporte grew up in Providence, Rhode Island. He studied Chinese history at Yale University.

Pioneering electronic publishing expert **Deke McClelland** is the author of *Photoshop Bible* and the hard-bound *Photoshop Bible, Professional Edition* (both Wiley), which represent the bestselling guides of any kind on digital imaging. He has written more than 60 titles in 25 languages with 3 million copies in print, including *Photoshop For Dummies*, *Photoshop Elements For Dummies* (both Wiley), *Real World Illustrator*, and *Adobe Master Class: Design Invitational* (both Peachpit Press). Deke is one of the most award-winning writers in the business, including a total of seven honors from the Computer Press Association.

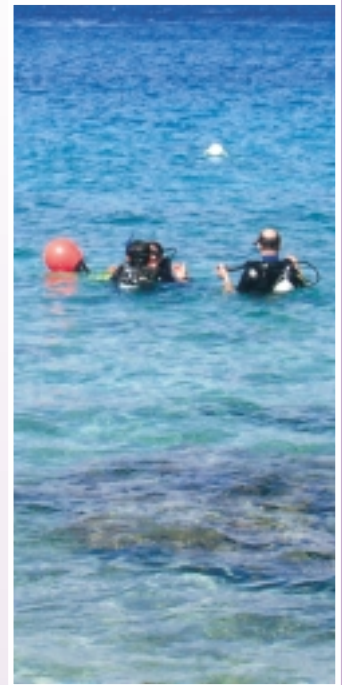
In addition to his books, Deke hosts the video training series Digital Photography with Photoshop Elements as well as the in-depth Total Training for Adobe Photoshop, Total Training for Adobe Illustrator, and Total Training for Adobe InDesign (all [www.totaltraining.com](http://www.totaltraining.com)). He is a contributing editor for Macworld and Photoshop User magazines, and a member of the PhotoshopWorld Instructor Dream Team. In 2002, he was inducted into the Photoshop Hall of Fame.

In late 2000, after 13 years at Macworld magazine, triple-award-winning columnist **David Pogue** joined the New York Times, where he writes the weekly "State of the Art" personal-technology column.

With over 2.5 million books in print, Pogue is one of the world's bestselling how-to authors, having written or co-written six books in the "for Dummies" series (such as *Macs*, *Magic*, *Opera*, and *Classical Music*) and many others.

He's also the creator of The Missing Manual series, a joint venture he created with publisher O'Reilly & Associates. The series includes bestselling books on iMovie 2, iPhoto, Microsoft Office, Dreamweaver, Windows XP, Mac OS X, and others.

His computer students have included Mia Farrow, Carly Simon, Harry Connick Jr., Stephen Sondheim, Vanessa Redgrave, and other stars. He lives with his wife, son, and daughter in Connecticut, as copiously photographed at [www.davidpogue.com](http://www.davidpogue.com)



**Marc L. Rubinstein** has been called by one ex-editor-in-chief of Macworld, "a frothing-at-the-mouth, speaking-in-tongues evangelist for the Macintosh platform." He has championed the use of Macs while a light show artist, lighting designer, sound designer, musician, college professor and now, of course, as the owner of a Macintosh-only consulting firm, MainlyMac, based near Portland, Maine. He keeps involved with Maine schools as a technology advocate and member of school board technology committees and, for fun, takes on the dark-side forces in various Maine based newspapers and magazines.

**Joseph Schorr** is a regular contributor to Macworld magazine, having served as a contributing editor and the publication's "Secrets" columnist for three years. He is the co-author of *iPhoto 2: The Missing Manual*, in addition to six editions of the best-selling book *Macworld Mac Secrets*. A featured speaker at Macworld Expo, Seybold Seminars, and other industry events, he currently serves as a senior product manager with Extensis, Inc. in Portland, Oregon, where he oversees the development of the company's digital asset management software. He also writes plays, enjoys tennis, and speaks Swahili.



## PRICING AND BOOKING INFORMATION

**Course Fees:** \$795 for the MacMania III conference. Only passengers booked through Geek Cruises will be admitted.

**Deposit:** \$400 per person, due at time of booking.

Cabin Type	Cruise Rate
Standard Inside	\$ 799 (GS* available)
Better Inside	\$ 849 (GS* available)
Standard Outside	\$ 949 (GS*, ♿ available)
Better Outside	\$ 999 (GS*, ♿ available)
Outside w/ Balcony	\$1,099 (GS*, ♿ available)
Mini Suites	\$1,199
Superior Suite	\$1,599

(Cruise rates subject to change.)

### 3rd and/or 4th Person Rate:

ages 19 and older, \$549; ages 2 – 18, \$499; under 2 years old, \$449.

### Single Occupancy:

150% for inside and outside cabins and 200% for Outside with Balcony and above.

### Port Charges and Taxes:

\$176 per person (subject to minor change).

### Early-bird Discount:

Book by December 31, 2003 and deduct \$100, per person, off the conference fee.

### Full payment is due on August 1, 2004

(or, if you book after August 1, at the time of booking).

### Foreign Booking Fees and Additional

**Payment Information:** There is a foreign booking charge of \$60 per foreign residence (\$35 per Canadian residence). There is a \$25 charge for returned checks.

**Air Add-ons:** Airfare from most major cities is available through the cruise line. You can call our office for this pricing. (These rates include transfers to/from the dock/airport plus transfers to/from your hotel if we've booked the hotel as well.) In most cases, however, you will find better airfares on your own. Online travel sites such as [www.geekcruises.globaltravel.com](http://www.geekcruises.globaltravel.com), [Expedia.com](http://Expedia.com), or [Travelzoo.com](http://Travelzoo.com) are excellent resources.

### Pre- and Post-cruise Hotel Stays:

Sightsee Florida! The hotel will be close to the dock. If we book your hotel, transfers from the hotel to the dock are included.

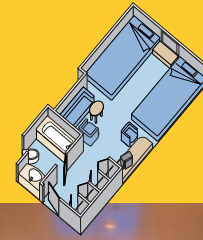
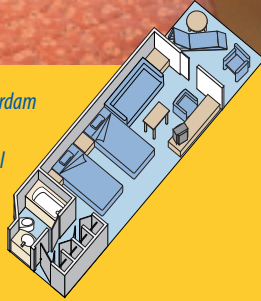
♿ Physically challenged available

**\*Guaranteed Share (GS) Fares:** This plan is for passengers who are coming on a Geek Cruise by themselves and wish to share a cabin with another Geek Cruises passenger in an inside or outside cabin only. The prices are the same as the per person double occupancy rates. Share Passengers who smoke are not to do so in the cabin, unless okayed by fellow roommates. We try to match passengers with someone close in age, whenever possible. Note: Holland America will not accept any booking unless a fully completed Reservation Form is accompanied with a per-person deposit:

[http://www.geekcruises.com/booking/MacManiaIII\\_booking.html](http://www.geekcruises.com/booking/MacManiaIII_booking.html)



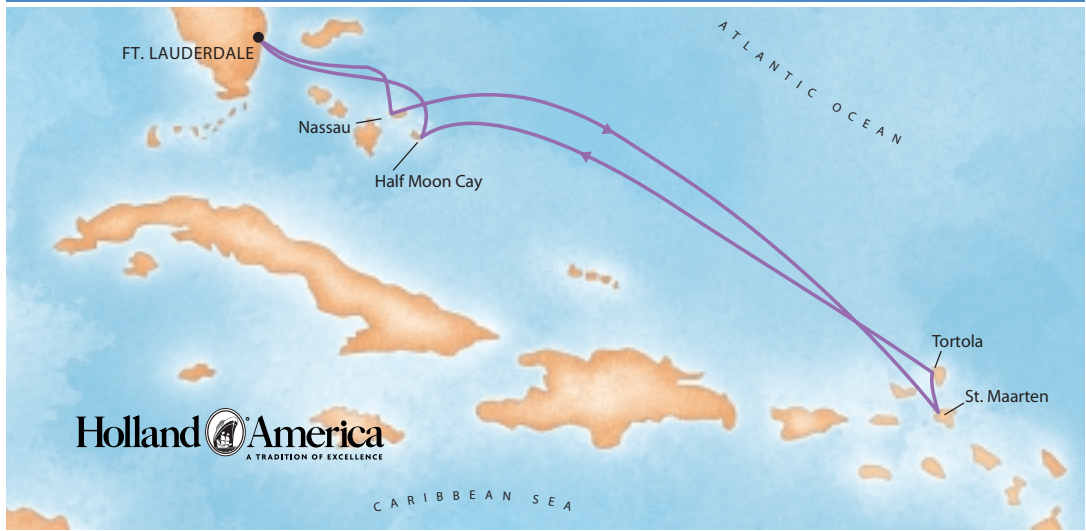
Mini-suites on the ms Oosterdam are big on luxury: private verandahs, whirlpool baths, VCRs, and mini bars.



Standard outside double on the ms Oosterdam is approximately 177 square feet. Rooms will vary in size and furniture placement.



DAY	PORT	ARRIVE	DEPART	CONFERENCE SESSIONS
Sunday, 11/7	Ft. Lauderdale, Florida	—	5pm	7pm, Bon Voyage Cocktail Party
Monday, 11/8	Nassau, Bahamas	7am	Noon	Noon – 5pm & 6:30pm – 8pm
Tuesday, 11/9	Cruising the Caribbean Sea	—	—	8:30am – 5pm & 6:30pm – 8pm
Wednesday, 11/10	Philipsburg, St. Maarten	10am	6pm	6:30pm – 8pm
Thursday, 11/11	Road Town, Tortola	7am	4pm	4:30pm – 8pm
Friday, 11/12	Cruising the Caribbean Sea	—	—	8:30am – 5pm & 6:30pm – 8pm
Saturday, 11/13	Half Moon Cay, Bahamas	8am	4pm	4pm – 5:30pm & 6:30pm – 8pm
Sunday, 11/14	Ft. Lauderdale, Florida	8am	—	



Holland America  
A TRADITION OF EXCELLENCE



Macworld  
THE MAC PRODUCT EXPERTS

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