

# MacMania™ 14



Rhine River, April 12th – 19th, 2012

[InSightCruises.com/Mac-14](http://InSightCruises.com/Mac-14)

Are you working to figure out how new features can help you tell your story and share your experiences? Maybe looking to lose some of your piles of paper without losing your marbles? Or just tempted to stay in your Mac comfort zone and knowing it's not really an option?

MacMania 14 gives you tools to ace the Apple learning curve.

Immerse yourself in Chris Marquardt's 4-part photography course and get the tools and views to bring your photos alive. Color outside the lines with Joe Kissel, mastering the nuts and bolts of the iPad, then learn what serious geeks know about the iPad. Tune in

to Josimar King, as he'll share how to seamlessly sync your iDevices, demystify media formats, and get you to elicit the best from iPhoto and iMovie.

MacMania 14 is a savvy community of experts and users with the latest how-tos, a love of learning, and a playful approach to serious business. MacMania 14 has Mac veterans who are masters of Apple technology, full of tips and tricks, taking their skills up a notch *as well as* newbies who have the basics but look to streamline workflow, get their devices in harmony, and enjoy life.

Curious? Please join us on MacMania 14. You can experience everyone's favorite, Amsterdam, the historical and lovely

Rhine Valley, picturesque French Strasbourg, and southwestern Germany, the old country to many Amish and German Americans. The elegant and comfortable riverboat AMACello is the platform for our explorations of the wonders of Mac and Apple devices, and Northern Europe.

Sign up for MacMania 14. Soak in the expertise, commune with the MacManiacs and get an indepth look at image making and story telling. You'll be humming Danke Schoen in no time.

## One, two, or three nights in Paris

### ONE NIGHT IN PARIS

**April 19, 2012 (post-cruise).** Includes a cabaret dinner show. (\$899 pp, based on double occupancy; \$1,399 for singles).

Transfer smoothly from our ship in Basel to Paris (via bus then high-speed train) and our hotel, Le Meridien Etoile (or equivalent). We'll regroup, and have a classic evening of cabaret, including dinner and drinks, with a variety performance of song and dance, jugglers, and comedians. AMA Waterways and InSight Cruises representatives accompany you throughout the day.

### TWO NIGHTS IN PARIS

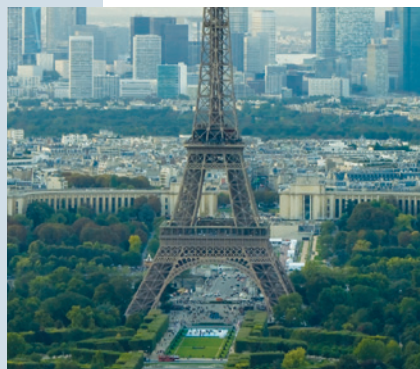
**April 19–April 21, 2012.** Includes the entire one-night package plus the Paris City Tour and evening in Montmartre (pictured to the right of the Eiffel Tower) with dinner. Enjoy Parisian panoramas and a visit to Notre Dame, a leisurely afternoon,

and an evening of exploring and dining in the bohemian Montmartre neighborhood. Walk in the steps of Picasso, Degas and Van Gogh, discovering Montmartre's legendary charm. (\$1,399 pp, based on double occupancy; \$1,999 for singles).

### THREE NIGHTS IN PARIS

**April 19–April 22, 2012.** Includes the entire two-night package plus Seine cruise and Eiffel Tower tour. (\$1,599 pp, based on double occupancy; \$2,399 for singles).

See the heart and soul of Paris in the morning light on a Seine River cruise. Then we'll see the City from a different angle from the second level of the Eiffel Tower, with a free afternoon to absorb la vie en rose.



## SEMINARS

The conference fee is \$1,195 and includes all seminars below. You may take every class — i.e., there will be no overlap as only one class will be going on at any one time. Classes only take place when we're cruising, between 8:30am and 7:30pm.

## JOE KISSELL

### Getting to Know Your First iPad

How do you tap the iPad's full potential? Start with a quick guided tour of its capabilities then get the nuts and bolts of customizing your iPad's preferences, syncing personal information, and using the iPad for entertainment, communication, and day-to-day work. Discover the latest apps and accessories to make your iPad even more powerful and easier to use.

### Coloring Outside the Lines with Your iOS Device

From the playful to the powerful, your iOS device has unconventional uses that can enhance your personal and professional life. Learn how to run Windows and Linux applications on an iPad, use an iOS device as a remote control, use multiple iOS devices together, work around network and media limitations, and much more. Joe gives you tips, tricks, and techniques aplenty.

### iPad Kung Fu for the Extreme Mac Geek

Heard the rumors and want to know more? Whether looking to leave your laptop behind, create the ultimate home media experience, or just do it because it can be done, this one's for you. We'll start where ordinary apps leave off and march directly into serious geek territory. Jailbreaking? Flash? Unsupported features? Hardware hacks? Warranty violations? Check. Restoring a hacked iPad? Priceless.

### Speeding Up Your Mac

Has your Mac lost its zip? In a hands-on session, learn how to identify and remedy slowdowns like the gremlins that chew up CPU cycles, RAM, and disk space. Speed up your email, Web browser, network, and peripherals. Explore the benefits of hardware upgrades such as SSDs and extra RAM, and bust some of the most common and pervasive performance myths.

CST# 2065380-40



The cruise fare is approximately \$3,674 for either a Category A or B cabin, per person. The MacMania Program costs \$1,195. Taxes and fees are \$199 per person. Gratuities are €105. Program subject to change.

InSight Cruises, CST# 2065380-40  
264 S. Meridith Ave., Pasadena, CA 91106  
650-787-5665  
[conciierge@InSightCruises.com](mailto:conciierge@InSightCruises.com)





**CHRIS MARQUARDT**

**Introduction to all four sessions:** *Photographer Chris Marquardt is best known for his international photo seminars and for producing the longest running photography podcast, Tips from the Top Floor. Together with film maker Jon Miller, he has also repeatedly taken photographers to the Himalayas, holding the Highest Photo Workshop in the World at the foot of Mt. Everest. His seminars cover many genres, including travel, portrait, and street photography. Join the class and add some new tools to both your technical and your creative photographer's toolbox.*

**Session 1: The Perfect Picture?**

Study two of the foundations of great pictures, from travel to portrait to street photography. We'll look at image composition and why some arrangements of subjects sing. Learn to make light, a key element to beautiful photography, work in your favor and how location and timing both impact the composition of your pictures and what the light does to your photography.



**Session 2: The Tech Side of Photography**

Getting the most out of your existing camera? Explore the strengths and weaknesses of your camera and lenses. Learn the advantages and specifics of the RAW, TIF, and JPG formats. Discover essential tools for your creative toolbox: the two "magic triangles" that center on exposure and depth of field. Insider knowledge to help your camera perform to its fullest!

**Session 3: Post Processing**

Optimize your digital workflow so you can tame that nagging image backlog. Chris takes you from A to Z, with everything from importing pictures, to effectively managing them on your Mac, tickling the highest possible quality out of them, then exporting them to your destination of choice. We will use a free 30-day trial version of Adobe Lightroom for this session.

**Session 4: The Creative Side of Photography**

Learn how to refine your creative flow using both creative techniques and technical craft. See how bending the rules adds new facets to your photography. Explore the psychology of photography, and how to use simple methods to influence the viewer's experience. Take a look back at photography's origins and the analog world. Find inspiration for your digital shots.

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650-787-5665 • [conierge@InSightCruises.com](mailto:conierge@InSightCruises.com)

**JOSIMAR KING**

**iTunes, the Center of Your Universe**

Since its humble beginnings as a music library and playback app, iTunes' capabilities have morphed. Learn how to use iTunes as the central hub for syncing all the data to keep your information updated and intact across your devices. You'll learn the best way of staying on top of your gadgets and having full control of how they seamlessly communicate with each other using iTunes as their central hub.

**All About Media. Once and For All.**

"What's the difference between a .mov and .mp4? I think I know what an .mp3 is, but Apple seems to use .aac, and a .jpeg is a picture, yet this one shows up as .png ...". Confused at times? Don't feel discouraged. Learn what you need to know and what you shouldn't ever have to think about. Get media formats once and for all.

**Advanced iPhoto and iMovie, Not For Dummies**

iPhoto and iMovie for Mac, iPhone, and iPad allows us to instantly share events with the world. But which method is useful for which purpose? This class will cover using the advanced functions within iPhoto and iMovie, how they work back and forth with their counterparts on iOS, and the best workflow from capturing to publishing.

**iWork Double Vision**

Mac and iPad aren't all fun and games. Sometimes, we gotta work too. We have evolved from expecting to only be productive at home or the

office as we sit at a desk and type away for hours, but with iWork for iPad, we can get work done anywhere we are.

While it's not intended as a computer replacement, iWork for iPad does play nicely with iWork for Mac. You can take advantage of each platform's strengths to get tasks done faster. Come learn how to harness the power of making iWork for Mac and for iPad work together for you.

**Let Me Tell You a Story...**

How do you take your unique vacation memories and transform them into compelling stories to savor, and to share with other people? Learn how to craft your video footage and photos into a memorable tale. Josimar shares his experience about the importance of arrangement, and above all, timing — to tell a captivating story and truly engage your audience.

**WALLY CHERWINSKI**

**Video to Go**

Today's camcorders are better, smaller, and easier to use and video is now built into most mobile devices. With little more than your Mac's editing tools and a dash of creativity, you can easily recapture your travels and adventures in an elegant way. In two sessions, Wally will cover some hands-on techniques you can use to plan, shoot, and shape images into lasting memories. We'll start out with tips to use during your trip and find out how to see and capture the best clips. Plus, you'll learn how to set your own video style and mood to create a polished product to share with family and friends.

**Ease into Amsterdam**

**A FULL DAY IN AMSTERDAM**

What makes Amsterdam a perennial favorite? InSight Cruises invites you to find out on a private, full-day tour of "the Venice of the North". Discover the unique charms of Amsterdam as you get oriented with a coach tour of cultural touchstones. Then anchor your vacation album with images from your cruise through the city's tree-lined UNESCO World Heritage canals, getting a superb view of 17th century gabled homes, old bridges, and bicycles and more bicycles. We focus on the finest, savoring an Old Dutch welcome and

contemporary cuisine at one of Amsterdam's best restaurants, and then paint ourselves into the scene at the Rijksmuseum with a visit to "The Masterpieces" exhibit. Start your MacMania memories and fun and join us! \$275 pp.

