

**Knight-Ridder/Tribune Graphics Network****Key Benefits**

- An intuitive user interface makes Adobe Illustrator a powerful creation tool.
- The integration between Adobe Illustrator, Adobe Photoshop™ and a number of Adobe™ programs saves hours of time the production environment.
- The Layers capability provides direct access to portions of complex graphics, making the editing process more efficient.
- The enhanced plug-in environment expands the creative possibilities using plug-in filters.
- Enhanced color-separation capabilities streamline the production process.

***Creating Breaking-News Graphics Is Made Easy with Adobe Illustrator***

Creating and delivering “breaking-news” graphics to newspapers around the world on a daily basis is no small task. A powerful, yet flexible and easy-to-use design and illustration program is critical for maintaining high-quality results. That’s why the Knight-Ridder/Tribune (KRT) Graphics Network has committed to using Adobe Illustrator software as its standard program for the production and worldwide distribution of its newspaper graphics. This comprehensive shift in policy—away from the former standard of Macromedia FreeHand™—is being implemented throughout the entire corporation.

Each month, the Knight-Ridder/Tribune Graphics Network (a joint operation between Knight-Ridder Newspapers and the Tribune Company) will be distributing approximately 500 “breaking news” graphics in Adobe Illustrator format to its 1,000 affiliates and paid subscribers around the world. These full-color diagrams, charts, graphs, maps and illustrations follow topical news stories and highlight significant details of an event. “We design our graphics to be simple and straightforward so that the average newspaper reader can better understand the current ‘breaking-news’ events,” says George Rorick, director of graphic services for the KRT Graphics Network. “Ours are ‘how-to’ graphics covering all current topics, from medical and science breakthroughs to ecology and the environment, business and sports facts, and food and travel.” The KRT graphics range in size from one column to full-page format and are distributed via computer networks, CD-ROM archived collections and satellite.

KRT also distributes eight to ten broadcast animations via satellite per day, and Adobe Illustrator is a key production tool for these broadcast animations. The Network often rasterizes Adobe Illustrator still images and uses Adobe Photoshop to incorporate them into 2-D animations. Adobe Illustrator outlines are also brought into 3-D programs such as INFINI-D to be extruded, revolved and transformed for 3-D animations.

The Adobe Illustrator software’s intuitive interface, versatile image-creation and editing capabilities, and cross-application and cross-platform flexibility are just some of the reasons

KRT has chosen Adobe Illustrator as its primary production tool.

### **Migrating from Macromedia FreeHand to Adobe Illustrator**

KRT weighed its decision to standardize on Adobe Illustrator very seriously, aware that such a decision would impact thousands of newspaper professionals around the world. George Rorick kept his eye on Adobe Illustrator throughout the years, and was consistently impressed with the program's continual enhancements. "Adobe Illustrator is a very powerful and comfortable tool to work with," Rorick says. "And since the introduction of layers and the ability to work directly in Preview mode, Adobe Illustrator has become a much more intuitive program to work with."

Rorick watched as Adobe Illustrator leapt forward with innovations while maintaining its elegant and accessible interface. "We began to consider switching to Adobe Illustrator in the spring of 1994, when FreeHand 4.0 was released," he says. "FreeHand was so much slower and had a much more cluttered interface. I knew a number of newspapers that spent \$30,000 on upgrades that were just put on shelves! In contrast, Adobe Illustrator has consistently gotten better and better."

Rorick is confident that KRT will make a smooth transition to Adobe Illustrator. Even the little things, such as being able to install Adobe Illustrator from a single CD-ROM (instead of handfuls of floppy disks) will save KRT hours of critical production time. And the variety of support materials that Adobe provides makes it easy to learn the program and take advantage of its most powerful features. "Adobe has always been on the cutting edge of helping people learn its products," he says. "In addition to the very intuitive manuals, Adobe publishes the terrific *Classroom in a Book*™ series, as well as *Adobe Magazine*. And it's critical to us that Adobe provides good, reliable customer support."

"Now that we've committed to making the transition to Adobe Illustrator, we can go ahead with the important details, like getting our job done." But do the KRT network subscribers worldwide feel the same way about this transition? "In Europe, our clients are actually ahead of us—they're already using Adobe Illustrator, and they're delighted that we switched," Rorick says.

### **Plentiful Premiums**

Adobe Illustrator provides the KRT graphics department with a full assortment of powerful and flexible artistic tools. KRT uses the Layers feature in Adobe Illustrator to immediately access discreet portions of complex graphics and to organize graphics in a streamlined manner so that clients can easily make isolated changes. "It is essential that our clients can easily change and edit our graphics—from font and text changes to all forms of color and scaling changes," says Rorick. And Adobe Illustrator Layers provides clients with direct access to distinct portions of even the most complex KRT images.

Assisting with both the creation of graphics and the ease of client editing are the ever-growing scores of plug-in filters. The plug-in environment—now even more robust in Adobe Illustrator 6.0—has opened the door for many new third-party developers. "The constant influx of new plug-in filters is great," Rorick says. "Getting a new set of filters is like getting whole new toolkit."

The KRT designers also can easily organize their Adobe Illustrator palettes to best optimize

their productivity. Designers can access all open palettes while creating an image, but to minimize the size of each file, only those colors or effects that are actually incorporated into the specific image are saved with that file.

Version 6.0 lets KRT subscribers generate color separations directly from within Adobe Illustrator. KRT subscribers can make whatever changes and edits are necessary and then generate color separations themselves.

### **An Integrated Creative Solution**

In addition to providing the graphics department with the finest creative tool available, standardizing on Adobe Illustrator has made KRT's working process simpler in many other ways. KRT relies on a variety of Adobe programs to enhance the creation, delivery, and distribution of its critical news graphics, including Adobe Photoshop, Adobe Fetch™, Adobe Acrobat™, Adobe Premiere™, and the Adobe Type Library.

In addition to the monthly network and satellite distribution, the KRT Graphics Network currently distributes five collections of graphics and illustrations to its 1,000 customer sites worldwide. "We archive and catalog our 18,000 graphics, as well as our 'News in Motion' footage, in an Adobe Fetch visual database. All of our graphics are cataloged by thumbnails, as well as by keywords and descriptions, making it simple and efficient to locate and access the appropriate graphics for a current news story."

Adobe Acrobat electronic document software is helpful for distributing information in a compact, universal format, such as through on-line networks. Any document, generated by any software program can be converted into Adobe Portable Document Format (PDF). The resulting file can be viewed and printed from the Adobe Acrobat Reader software, which is included with Adobe Illustrator and can be installed automatically.

KRT uses its network to communicate new information to each of its subscribing sites—each having between 5 and 20 users. Rorick can now use the network to distribute product information to the thousands of new Adobe Illustrator converts in PDF. "We want to post "tips" documents on our network to encourage people to learn new techniques and to be more comfortable with the advanced features of the program," he says. "The Adobe PDF ensures that all tips can be distributed in a format that everyone on the network can access."

For production of complex editorial illustrations, the KRT Graphics department relies on a combination of Adobe Illustrator and Adobe Photoshop software: "We use Adobe Photoshop a lot—it's an unbelievable application—and it works hand-in-hand with Adobe Illustrator. And there are numerous features available in Adobe Illustrator 6.0 that will greatly enhance the integration with Adobe Photoshop, saving hours of production time for the KRT Graphics department." In addition to being able to drag and drop directly between Adobe Illustrator and Adobe Photoshop, Adobe Illustrator 6.0 allows users to directly import bitmapped images saved in a number of file formats, including TIFF™, PICT and PhotoCD™. Another key feature is its ability to rasterize line art in Adobe Illustrator.

KRT is anxious to integrate the additional software bundled with Adobe Illustrator 6.0, including the rendering program Adobe Dimensions™ 2.0. The dozens of textures and patterns, the hundreds of fonts, additional Plug-in tools and animated technical help included with Adobe Illustrator 6.0 also promise to enhance creativity and save hours of

production time.

Convinced that Adobe Illustrator is the finest tool available for the creation and distribution of all KRT graphics, Rorick believes that the success of the Macintosh® platform itself can be attributed, in some part, to Adobe software. “What would the Macintosh be without Adobe? I’m not kidding. I really believe that,” he says. And with the suite of Adobe’s signature products available on multiple platforms, Rorick is confident that Adobe will continue to pioneer the development of print and publishing technology.

“From PostScript™ printing and fonts to Adobe Illustrator and Adobe Photoshop, Adobe innovations continually provide us with the essential tools for our production environment,” he says.

**Knight-Ridder/Tribune Graphics Network  
Systems at-a-Glance**

*Hardware*

Apple® Power Macintosh® 8100/100 computers with  
64 MB of RAM, 1 GB hard drive, CD-ROM drive, 24-BIT Video Card  
and 2 MB of VRAM

*Software*

Adobe Acrobat  
Adobe Fetch  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere  
Adobe Type Library  
Strata Studio Pro

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