

## **PhotoDisc:**

The image you need when you need it. You know how the right image can make your design or concept come to life. With PhotoDisc images at your fingertips, you now have access to tens of thousands of intriguing, easy-to-use, royalty-free images to inspire your best ideas. Our collection is rigorously edited for aesthetic value, affordably priced, and backed by technical expertise and the best customer service team in the industry.

Technically superior images save you time. Because each of our digital images is meticulously drumscanned and color corrected, you're assured of seeing the high-quality image you expect, whether your medium is print or online, every time.

Stellar service you can count on. Not only does PhotoDisc have the images you need, but you can rely on the expertise and enthusiasm of a dedicated customer service team. We make sure you get the image you need when you need it. Call us at one of the numbers below for assistance. You'll be amazed at what you can find at PhotoDisc.

### **Telephone:**

US/Canada 1 800 528 3472

United Kingdom 0800 697 622

Australia 1800 240 611

Austria +49 (0)40 - 89 71 83-0

France 0800 90 04 20

Germany +49 (0)40 - 89 71 83-0

Japan 03 3468 4105

Switzerland +49 (0)40 - 89 71 83-0

Europe +44 181 255 2900

International +1 206 441 9355

## **What's on My CD?**

This section will give you step-by-step instructions on getting started with various PhotoDisc products and will familiarize you with the Image Finder™, Comping Discs and product CD ROMs.

## **System Requirements**

### **Macintosh™**

Minimum: 68030 or faster processor, Apple System Software version 7.1 or later, 8mb of RAM, 50mb of available hard drive space, color monitor and CD-ROM drive.

Recommended: Power Macintosh, Apple System Software version 7.5 or later, 32mb of RAM, 100mb of available hard drive space, color monitor, and 4X or faster CD-ROM drive.

### **PC**

Minimum: 486 or faster processor, Microsoft Windows95™ or Windows NT 3.5, 8mb of RAM (16mb for Windows NT), 50mb of available hard drive space, 256 color display and CD-ROM drive.

Recommended: Pentium processor, Microsoft Windows 95\* (or Windows NT 3.5 or later), 16mb of RAM, 100mb of available hard drive space, color monitor, and 4X or faster CD-ROM drive.

\*\* Images from both Comping Discs and product discs can be opened in a variety of image editing tools available for Windows 3.1

### **What can I do with the Image Finder CD?**

The Image Finder CD is your resource for searching the entire PhotoDisc CD-ROM collection of more than 25,000 images. Using the Master Keywords list, you can keyword search the Image Finder CD for thumbnails of any images in our current CD-ROM collection. Once you find the image(s) you like you can get the comp(s) either from your Resource Book Comping Disc or online at [www.photodisc.com](http://www.photodisc.com). You can either buy the PhotoDisc CD-ROM with your image(s) or purchase and download the image(s) from [www.photodisc.com](http://www.photodisc.com). Go to Web Searching the section titled [www.photodisc.com](http://www.photodisc.com) of this document for information on searching and connecting to the PhotoDisc website.

#### **Contents**

1. Image Search catalog for searching your CD.
2. Acrobat<sup>™</sup> Reader 3.0 installer.
3. Getting Started PDF for PhotoDisc overview.
4. Extensis Portfolio<sup>™</sup> 3.0.1.
5. SimpleText README file.

### **What can I do with the Comping Disc?**

You can keyword search for any image(s) in the associated Resource Book and access 150k comps for any of those images. You can use those images in your initial layouts.

#### **Contents**

1. Image Search catalog for searching your CD.
2. Photos folder containing 150k comping image.
3. Acrobat Reader 3.0 installer.
4. Extensis Portfolio 3.0.1.
5. Getting Started PDF for PhotoDisc overview.
6. Sample free high-resolution images.

### **What can I do with this disc?**

Each PhotoDisc product CD contains low- and high-resolution images for your onscreen and print design needs. You can use these for final placement, subject to the license agreement included with each disc.

#### **Contents**

1. Image Search catalog for searching your CD.
2. Photos folder containing JPEG compressed RGB images
  - 600k (5"x7" @72dpi)
  - 10mb (5"x7"@ 300dpi)
  - 28mb files (8.5"x11" @300dpi)\*
3. Acrobat Reader 3.0 installer.
4. Extensis Portfolio 3.0.1.
5. Getting Started PDF for PhotoDisc overview.
6. SimpleText README file.

\*\* 28mb files available for select CD products.

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**[www.photodisc.com](http://www.photodisc.com)**

Our website never sleeps. we're open 24 hours a day, 7 days a week, for you to search, purchase and download images from our secure website. Download free 150k comping images; or purchase 600k, 10mb or 28mb images (designed for full-page printing (8.5 x 11 and A4) at 300dpi, or larger at lower resolution).

New search engine improves navigation and gives quicker results.

Our new features, such as combination searches using keywords, color, texture and structure, help you find images faster. To focus your search, use the Boolean feature. Adding "and", "not" or "or" can cut search results down to size.

### **Keyword links spark new ideas.**

Click a thumbnail image and see keyword links to similar images. Or click on the photographer's name (included in the keywords) to see more of his or her images.

Preview all the images on any disc before you buy. Once you're in "Image Collection" simply choose "Online PDF Catalogs" under "Useful Info," and then choose the CD you want to see.

Lightbox<sup>™</sup> catalogs let you collect your images and review your selections with others. Take your favorite images from your search and place them in an online Lightbox album at our website. Then you, your clients and colleagues can view and modify your image selection together. Or call our research consultants and they'll put a Lightbox album together for you, free of charge.

## **Features and Tips**

### **How to search our CD-ROM products**

In order to get the most comprehensive search results, please use the Image Finder<sup>™</sup> CD. If you don't have the Image Finder CD, please order your free copy from your local PhotoDisc office.

The Portfolio browser on your CD can function for both basic searches and more refined searches.

### **Searching by Master Keywords**

Master Keywords can be found in the floating dialog box on the Macintosh and on the left side of the Image Finder catalog on the PC.

The Master Keywords are a cumulative list of all the keywords related to every image in a catalog. For example: if you enter the word "dog" in the entry field and click Find, it will automatically find all the images of "dog" in the collection.

### **Searching using the Find field**

To bring up the Find dialog box please do the following:

1. Click Catalog at the top of the screen.
2. Click Find. This will bring up the Find entry field for keyword searching.

### **Features of the Find function**

Using the Find field, you can perform individual image number searches, Boolean searches and product searches. To search by image number you can either enter the number in the Keyword field followed by .JPG or change the field name to File Name and enter the image number (e.g., 1001.JPG). You can enter multiple image numbers by selecting More Choices, which will allow you to enter several keywords. Boolean operations can be performed in the Find dialog box. You can search by product by entering the product code in the Keyword field. For example, if you want to search for Signature Series 18, enter "SS18", and all 100 images from the CD will come up in the browser.

**Product codes include:**

AS - Animation Series  
BS - Background Series  
FA - Fine Art Series  
OS - Object Series  
SS - Signature Series  
V - PhotoDisc Volumes

**Printing a Gallery of Thumbnails**

Using the Portfolio Browser you can copy images to a custom gallery for printing or searching. To copy images to a Gallery, do the following:

1. Click Window in the menu items at the top of the screen.
2. Click New Gallery.
3. You can drag and drop thumbnails from the main Image Finder Gallery to the New Gallery for printing.
4. If you have multiple images to move to the new Gallery, on the Macintosh hold down the Command key and click the thumbnails you want to move; then drag and drop them into your new gallery. On the PC hold down the Control key and click the thumbnails you want to move, then drag and drop them into your new gallery.
5. To print your gallery click File and Print.

**About Clipping Paths**

A clipping path is an outline around an object that allows you to mask the object and separate it from its background. This special feature is useful for dropping images onto white space or onto a background image. All Object Series images have a custom path embedded into all file sizes and can be accessed by opening the image in Adobe® Photoshop®. A clipping path will render the smoothest possible edge around your object, constrained only by the resolution of your output device. For example, a masked object sent to a 3600dpi imagesetter will have a more cleanly defined edge than it would printed on a 600dpi laser printer. Within the Clipping Paths submenu, we have left the flatness setting blank for each object. The flatness option allows you to specify how smooth the outline will be rendered when being processed for output. The lower the value, the smoother the edge of the outlined image. A flatness setting of zero instructs the output device to render the smoothest path possible. However, in complex documents a zero setting may cause PostScript™ errors on your output device. If the setting is left blank, the output device will default to the smoothest possible setting for that device. Typically, a flatness setting of 3 to 5 is adequate. Most images can be set to a flatness of 5 to 8 without visible degradation of edge quality. You may also use the supplied path to create drop shadows and glow effects behind your image. These techniques are explained in depth in many third-party Photoshop books. We hope the supplied paths will save you many hours of tedious work and increase your creative options when using PhotoDisc objects.

**Directions for utilizing Clipping Paths with your Object Series images**

In the Paths palette of Adobe Photoshop, click Outline. The path will appear superimposed on the opened image.

1. Use the triangle pull-down menu to select the Clipping Path option.
2. Select Outline in the Clipping Path dialog box. Your clipping path has now been activated.
3. Save the image as an Encapsulated PostScript™ (EPS). When the EPS with the clipping path is placed into other applications, such as QuarkXPress®, the masked background will not display or print.

**Background Series seamless tile information:**

With Background Series, we have included tiles and seamless backgrounds. Seamless Backgrounds are designed for online and Web development or any other on-screen presentation.

On Background Series discs you can find some samples of Seamless Backgrounds that we created as well as the tiles from which they were made. This is a totally subjective process, so if you don't like ours, you can make your own.

Below you will find 10 simple steps using Photoshop that will allow you to create your own masterpiece. There are other digital imaging software tools such as Kai's Power Tools™ that do the same types of things, but they are not described here.

### **Specifications:**

Each tile is a selection 100 x 100 pixels in dimension.  
Screen resolution (72 dpi) TIFF files.  
File size is 30 kb.

Each Seamless Background is 640 x 480 pixels in dimension.  
Screen resolution (72 dpi) TIFF files.  
File size is 900 kb.

### **To create a Seamless Background in Photoshop 3.0x:**

1. Select a 600k image.
2. Crop an area of the image you wish to tile. Make this area approximately 100 x 100 pixels.
3. Under the FILTER menu, go to OTHER and select OFFSET.
4. Type in number of pixels you wish to offset (we use a value of 25) and select WRAP AROUND for undefined areas.
5. Use the Cloning tool (Rubber Stamp) to smooth out offset seams (This step creates the "Seamless" effect).
6. Save file as a TIFF.
7. Select ALL (command+A) and then DEFINE PATTERN under the EDIT menu.
8. Create a new document to the size you desire (We used a 640 x 480 pixel dimension at 72 DPI).
9. Under EDIT menu, select FILL.

Contents Use:	Pattern
Blending Opacity:	100%
Mode:	Normal
10. Save file as desired or GIF for online/Web development.

### **Decompressing & Saving Images**

PhotoDisc compresses all its images using JPEG compression. We compress images on the highest setting, which ensures the highest-quality image.

Most desktop publishing applications support the JPEG file format; however, in case you don't have an application that supports JPEG we have provided an application to decompress and save your image in a TIFF format.

Note: Your Image Finder CD is only for searching; there are no comp images to decompress or save. These directions are for Comping Discs or PhotoDisc product CDs.

### **Macintosh Picture Decompress™**

1. Insert the PhotoDisc CD into your CD-ROM drive and double-click the PhotoDisc icon appearing on your desktop.
2. Double-click the Resource folder that appears in the first window.
3. Drag the Picture Decompress icon to your desktop and double-click OK.
4. Double-click the Picture Decompress icon on your desktop. This will launch the application.
5. Click the desktop button, double-click the PhotoDisc icon and then double-click the Photos

folder.

6. Within the Photos folder, open a product folder and double-click a file to open.
7. From the File menu bar select Save As. Change the file format to TIFF and save the image to a folder on your hard drive.
8. Quit Picture Decompress, open your graphic design or page layout application, locate the desired image from your hard drive and import the image into your application.

Note: Picture Decompress requires 15 - 40mb of allocated RAM to open the 28mb images. If you don't have the required RAM, activate Virtual Memory in your Memory control panel. Please reference your Macintosh Users Guide if you need assistance.

## **PC**

1. Insert the PhotoDisc CD into your CD-ROM drive.
2. Go to File Manager (Windows NT) or My Computer (Windows 95), and access your CD-ROM drive, usually your D: drive.
3. Double-click the CD-ROM drive.
4. Double-click the Decompress folder.
5. Double-click Viewer.exe. The Viewer application will launch.
6. Locate your CD-ROM drive and click the CD icon.
7. Click the Photos folder. In the Photos folder double-click the image you want to decompress. This will launch the Ulead Viewer application and preview your image.
8. To convert the image from JPEG to TIFF, click File at the top of the screen.
9. Click Save As. In the Save As dialog box, in the List Files of Type drop-down menu, select TIFF and then click OK (make sure you write down where you save your file on your hard drive).

## **Licensing Made Easy**

We've streamlined our licensing plan so that it's easier than ever to use royalty-free digital stock photography. Our three general categories of licensing are Comping License, Basic License and Resale License.

### **Comping License**

The Comping License applies to all images on your Comping Disc and any images that you download free from the PhotoDisc website. Use these images in your initial layouts and to create comps to show your clients and colleagues.

### **Basic License**

The Basic License applies to any image over 150k that you purchase from PhotoDisc. You may use these images in any advertising, promotion or editorial project, either electronically (such as in web design) or in print.

### **Resale License**

You need a Resale License for only three types of projects:

1. music, video and software packaging;
2. books (includes jackets and interior pages); and
3. items for sale produced in quantities greater than 100,000.

Please see the printed license agreement that comes with each product for full details. For further license information, call your local PhotoDisc office. See Contacting PhotoDisc for telephone numbers.

## **Contacting PhotoDisc:**

### **Worldwide Customer Sales and Service**

Call +1 206 441 9355 for Customer Sales and Service worldwide. In the US and Canada, call toll-free 1 800 528 3472. In Europe, call +44 181 255 2900. In Germany, Austria and Switzerland call +49 (0)40 89 71 83-0. In Australia, call 1800 240 611. Elsewhere, call your local distributor or your PhotoDisc office.

In the US, we take orders, search for images for you and answer your questions free of charge 5:30am-7pm (PST), Monday through Friday. Saturday hours 7am-6pm (PST). Overnight delivery is a snap in the US. We ship to Canada, too; expect 2 days delivery time. And we ship on Saturdays (US and Canada only).

**To contact us by mail:**

PhotoDisc, Inc.  
2013 Fourth Avenue  
Seattle, Washington 98121-2460  
USA

PhotoDisc Europe Ltd.  
Regal House, 70 London Road  
Twickenham TW1 3QS  
United Kingdom

PhotoDisc Deutschland GmbH  
Bahrenfelder Chaussee 49  
D-22761 Hamburg  
Deutschland

PhotoDisc Australia Pty Ltd  
P.O. Box 1908  
North Sydney NSW 2059  
Australia

PhotoDisc Japan K.K.  
Nishi-Shibuya Highway Building, 5F  
2-23-1 Ohashi  
Meguro-ku, Tokyo 153 - 0044  
Japan

**To contact us by email: [sales@photodisc.com](mailto:sales@photodisc.com)**