

Jim Mac Donald

Web Coding, Editorial Design,
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*“Everyone wants to do
a job well – and would too,
if it wasn’t such hard work.”*

Canada's Magazine for Men

MENZ

World's Fastest Street Car
Paul Deutschman's Callaway Corvette

A Century of Jazz
Insider's Guide to the Best CDs

MAKING WAVES
Rowing Champ Derek Porter Sports the Latest Men's Fashions

Slam Dunkin' With Shiatsu
How Raptors Star

GOLD MEDAL STYLE



Champion rower Derek Porter looks as good as he is in the latest in menswear

FROM HIS NEW PHOTO BOOK
Rocker Bryan Adams' personal look at Shania Twain, Sarah McLachlan, Céline Dion...



12 Steps to Jazz

It's the music that has inspired generations of musicians and listeners alike. From the early days of the blues and ragtime to the modern fusion of jazz and rock, the genre has always been a melting pot of influences. In this special feature, we explore the roots of jazz and the key players who have shaped its sound over the decades.

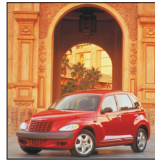


Cruise Control

Millennium lifestyle takes front seat in DaimlerChrysler's new Personal Transportation (PT) line

By Tom Ichniowski

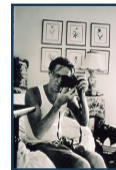
If you're looking for a new way to get around town, the PT line is the answer. With its sleek design and advanced features, it's the perfect choice for the modern commuter.



The PT line is a perfect blend of style and functionality. It offers a smooth ride and a spacious interior, making it the ideal choice for anyone who values comfort and convenience.

Adams' Eye

Camera in hand, rocker Bryan Adams crusades for breast cancer research



When it comes to social causes, Bryan Adams is always ready to lend a hand. In this feature, we see him using his camera to document the work of breast cancer researchers.



Shania Twain, Sarah McLachlan, Céline Dion



The Special World of FrameMaker

Money Talks – \$7 Million Worth

FrameMaker, which boasts excellent long document capabilities and content management, turned an ordinary Microsoft® Word proposal into an attractive presentation (below). This earned my client, a pharmaceutical agency, the largest CHE (Continuing Health Education) contract in Canadian history – seven million dollars. FrameMaker let me design a layout which was too sophisticated even for mainstream software, such as QuarkXPress™.

Repurposing

FrameMaker's roots in SGML and its widely used subset, XML – along with PDF integration – made it the right choice when I designed and assembled the SNC-Lavalin directory. (FrameMaker's parent company, Adobe, also succeeded in making PDF a standard in legal circles. I contributed to research that led to adoption by Canadian securities regulators of SEDAR filings in PDF format.)

Forms

There are other programs for this, but FrameMaker's drawing and table tools mean you can work directly within the publishing environment.

Trivia

After years of using FrameMaker to produce technical manuals, Adobe bought the company.

Jim Mac Donald

First big assignment: Official **photographer** at Man and His World, the yearly re-celebration of Expo 67. Then, as a freelancer, my pictures appeared coast-to-coast in Weekend magazine and locally in the Montreal Gazette. Corporate clients included Alcan, Domtar and Robin Hood Multifoods. Media contacts also brought work as a **writer** – notably articles in the Montreal Star and Weekend Scene.

A pioneering all-news network, CKO Radio, hired me as a **broadcaster**. Later there were news-writing stints at Radio Canada International, but the bulk of my experience came at the **copy desk** of Globe International where I wrote thousands of stories (even an astrology column). When Globe moved to Florida, **advertising** agencies such as BCP and Leo Burnett brought me on board. News Extra – a startup international tabloid – eventually made me their **associate editor**. I gained **pre-press** and **typesetting** skills while wrangling headlines, courtesy of its desktop publishing system.

I changed industries when offered a job at CentreTypo and spent several years as a **technical illustrator** preparing financial graphs for annual reports (Air Canada, Power Corporation, BCE, the Royal Bank...). To complement my new typographic knowledge, I learned **database programming** so I could create text management software. My abilities also led to work as a **computer instructor** at New Horizons and Expert Formation.

The open landscape of today's media technology challenges communicators, but is familiar territory to me. For example, everything from photojournalism to **marketing** and **meeting management**, for example, helped contribute to the Canadian Forces program for Operational Stress Injury. And design as well as coding skills went into creating my online publishing system (www.fastview.ca). I am available as a **consultant**, **copywriter** and **editorial designer** for both advanced & transitional media projects, including work that involves **graphic production** and **web coding**.

Key Software

Aptana, Coda, Espresso
(HTML, CSS, Javascript)

InDesign Adobe

Photoshop Adobe

Illustrator Adobe

FrameMaker Adobe

After Effects Adobe

FlexBuilder Adobe

XPress Quark

Word Microsoft

Excel Microsoft

PowerPoint Microsoft

Final Cut Apple

Logic Audio Apple

AppleScript Apple

FileMaker Pro Claris

Omnis Blyth