SHADOWLINE
G R A P H I C S

Thank you for choosing Shadowline Graphics! When working with people that utilize Mac computers, I like to send out a hello along with some great tips for working on an Apple Computer. So feel free to take a look at this document and keep it handy for some quick tips. Services and rates are on the last page as well.

I look forward to working with you!

Commonly Used Shortcuts

⌘+S = Save a Document
⌘+Q = Quit an Application
⌘+A = Select All
⌘+W = Close Window
⌘+Tab = Switch Open Applications
⌘+N = New Finder Window
⌘+H = Hides an Application
⌘+Z = Undo
⌘+X = Cut
⌘+C = Copy
⌘+V = Paste
⌘+ ⌫ = Move to Trash

Screen Captures

⇧+⌘+3 = Capture Screen
⇧+⌘+4 = Capture Selection

Short Cut Keys/Symbols

1. ⌘ = Command
2. ⌥ = Option
3. ∧ = Control
4. ⇧ = Shift
5. ⌫ = Delete
6. ⎋ = Escape
7. ⏏ = Eject (CD Only)
8. fn = Function
9. ⇪ = Caps Lock

Best Software for Mac OS

1Password - Browser extension/App for managing and keeping passwords safe
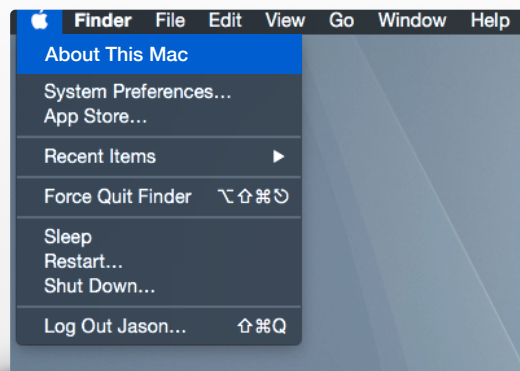**Transmit** - FTP App for uploading stuff to your website
Flip4Mac - Play Windows movies on a Mac
Skitch - Markup for screenshots
ScreenFlow - Great screen casting software

Selecting Things

- Click outside of the things you want to select then drag a selection box across the items you want to select.
- Click on the first object in the series you want to select then press the ⇧ (Shift) key and click the last object you want to select. Everything between to two points will be selected.
- Click on the first object then hold down ⌘ (command) and select another object. You can "cherry pick" the objects you want.

Common Questions

Q: Do Macs have a "right click?"
A:: Yes, but it might be turned off by default. Turn it on by going to up to the Apple menu > System Preferences > Keyboard & Mouse > Mouse or Trackpad.
Q: Do Mac's come with a word processor?
A: Yes. Macs come with a basic text editor, called TextEdit, like Word Pad on Windows. Suites like iWork or Microsoft Office will have full power word processing. (iWork is Apples version of Office and is free with new Macs - Pages, Numbers and Keynote)
Q: Do Mac's get virus/malware?
A: Not very much at all. However, viruses and malware can reside inside of software install packages and email links, so don't download things that you have not done a little research on. Apple releases Security Updates via the Software Update Application (automatically and free).
Q: Will I just throw this sheet away?
A: This depends on circumstance. You might end up needing a handy piece of scratch paper in some desperate situation... so I have done you the service of leaving the back intentionally blank. OR you might get abducted by aliens, in which case you can share your knowledge (if you have not discarded this piece of paper) and as a result possibly end up saving the world.

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The Mac OS X Cheat Sheet
Includes pricing for Shadowline Services!

How to get Info on your Mac

| Overview | Displays | Storage | Memory | Support | Service |

Finder File Edit View Go Window Help

About This Mac

System Preferences…
App Store…

Recent Items ▶

Force Quit Finder ⌥⇧⌘⌫

Sleep
Restart…
Shut Down…

Log Out Jason… ⇧⌘Q

Overview - *Gives an overall list of your Processor, RAM, OS Version and Graphics Card Info.*

Displays - *Shows what resolution you have for your display.*

Storage - *Reports how much space you have on your Hard Drive.*

Memory - *Shows how many RAM slots you have and how much RAM is installed in each slot.*

Support - *Has links for accessing Apple Support.*

Service - *Allows you to check coverage and look at Service options for your Mac.*

Shadowline Pricing

Basic hourly rate includes:

$50

- Onsite visits
- Training for Mac software
- Setup and basic troubleshooting
- Training for non Mac software:
— Photoshop
— Illustrator
— After Effects
— InDesign

Design hourly rate includes:

$65

- Graphic Design
- Video Shooting and Editing
- Brochures
- Business Cards
- Flyers
- DVD Authoring and Menu Design
- Photography
- Postcards
- Website Design
- Facebook Banners
- Marketing Ads for Web or Print

Fixed Rate Design Packages

$500

Business Branding Package
- Logo Design
- Business Card Layout
- Letterhead Layout (PDF)
- Social Media Backgrounds
- Social Media Banners/Headers
does not include printing costs

Fixed Rate Web Design Packages

$1500

Basic Website Services (No eCommerce)
- Domain Name, Email and FTP Setup
- Custom Site Design (5 Revisions)
- CSS/HTML 5 Coding for load times
- Social Media Backgrounds
- Social Media Banners/Headers
- Basic Training on updating
- Basic Training on Social Media Setup
SEO, eCommerce and monthly website maintenance are extra