

dpi Magazine

dpi Magazine improves operational efficiency, wins international design awards and advances toward multi-media publishing by deploying Adobe Creative Suite



“Every designer should have a PC or a Mac, and a copy of dpi Magazine,” reads the tagline on the magazine cover. In print for over a decade, dpi Magazine has won numerous domestic and international awards for publishing excellence, and has become one of the most widely read design magazines in the Greater China region, due to its rich content, innovative designs and progressive coverage of contemporary trends.

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dpi Magazine Editor-in-Chief Liao Chunqing

An award-winning creative design publication

dpi has a monthly distribution of over 40 thousand copies, and its contents cover the entire spectrum of design fields. As one of the leading voices on the design field in Taiwan, China and Hong Kong, dpi Magazine consistently covers the latest design trends from around the world, and as a magazine focused on design, dpi places heavy emphasis on innovation and style in the design of its own pages.

dpi Magazine faces a number of challenges in handling digital content and ensuring efficiency in its editorial and printing processes. Because the content covers many design fields, the editorial department has to handle large volumes of written and graphic materials in many different formats each month. Additionally, one of the magazine’s unique features is its complex multilingual Chinese and English layout, which creates a creative challenge for the design department. Another critical mission for dpi’s editorial process is ensuring smooth

interaction among the design community in Taiwan and overseas. Last but not least, deploying the most advanced editing, design and printing processes is one of dpi Magazine’s most important goals for maintaining the efficiency and competitiveness of its business.

A long-time user of Adobe creative solutions, dpi Magazine implemented a comprehensive upgrade to Adobe Creative Suite throughout the company in late 2007. dpi Magazine’s upgrade to Creative Suite not only went smoothly, but also helped the magazine to win the “Best in Design” award at the Asia Media Awards from the IFRA, an international research organization for the publishing industry. Overall, the magazine was extremely pleased with the deployment of Adobe Creative Suite, and said Adobe creative solutions should be the first choice for any publishing organization.

Advanced solutions at the vanguard of digital design trends

Aside from its monthly magazine publication, dpi also publishes occasional special features, compilations and design books, as well as hosting symposiums and running its online media business. Despite the large workload, dpi actually only employs a small editing team. Therefore its advanced digital editing system has gradually become an extremely critical part of its business.

As a leader in the information design field, dpi has always been an early adopter of the latest design tools and software solutions. The company has used industry-standard Adobe products as the foundation for its business since the beginning, and formed a



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partnership with Adobe several years ago. From the earliest versions of Adobe Photoshop, dpi quickly moved to Adobe Creative Suite in 2005. In 2006, they upgraded to Adobe Creative Suite 2, and in late 2007, began evaluating whether or not to upgrade to Adobe Creative Suite.

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Intuitive interface encourages creative designs

After completing the system upgrade, dpi Magazine thoroughly utilized the advanced integration features of Adobe Creative Suite to improve overall efficiency. First, no matter which format the designer used, whether Illustrator AI files, PDF, JPG, TIFF or video files, the editing department can quickly process them with Adobe Photoshop's "Actions" to convert the source materials into standard formats compatible with the page designs,

automatically adjusting colors and lines. Liao said, "It used to take up to two or three days just to convert files, but today we can finish in under ten minutes."

dpi Magazine uses a Chinese-English four-column layout that gives it a unique appearance, but also adds considerable complexity to the design. But with Adobe InDesign, the page design process has been simplified, and many tasks such as adjusting resolution and layers that previously required returning to Photoshop or Illustrator can now be completed directly in InDesign. The magazine is able to control more of the text and image flow parameters directly in an InDesign window. The high level of integration among the Adobe Creative Suite components lets dpi Magazine's layout ideas become reality, and lets them focus on getting the most out of their creative skills.

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After a document enters the proofreading process, Adobe Creative Suite provides even more features to enhance productivity and collaboration. In the past, dpi Magazine used JPEG images for the proofreading process.

dpi Creative Design Magazine

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Industry

Magazine Publishing

Challenges

- Large volumes of media content in many formats from around the world
- Complex and full of originality page structure
- Interactive communication with designer communities around the world
- Advanced computerized editing and printing processes
- Satisfying future online publication objectives

Solution

- Implemented Adobe Creative Suite upgrade to dpi existing editing system
- Implemented Adobe InDesign to initiate page layout innovations, and connect with electronic publishing objectives
- Automated material conversion using Adobe Photoshop "Actions" feature
- Implemented Adobe Acrobat PDF solution for document proofing, pre-printing delivery and integration for future electronic publishing requirements

dpi Magazine's ambition is to propel the Taiwan design industry forward. Over the last ten years in publication, dpi has committed itself to the field of digital creativity, and with Adobe Creative Suite, dpi Magazine will be better able to lead the creative industry toward the future.



Results

- Received "Best in Design" award from IFRA at the Asian Media Awards
- Improved overall quality of page design creativity, significantly improved editorial process efficiency
- Established a comprehensive PDF proofing and pre-print delivery process
- Initiated multimedia web and mobile platform web page installation objectives

Systems At A Glance

- Adobe Creative Suite
- Adobe Acrobat

This has disadvantages similar to using printed paper for proofreading; there is no way to efficiently work together on the same documents. By using Adobe Acrobat, dpi can deliver PDF files for proofreading, then collect text and graphic corrections and comments and incorporate them directly in InDesign. This not only improves communication between the writers and the editors, but also through PDF file delivery, can also help to connect the printing process with the production process, enabling all potential printing problems to be addressed earlier in the process.

Award-winning design

In addition to imaging and layout functions for print media, Adobe Creative Suite also provides online publishing features. dpi Magazine said that after completing an entire magazine layout and content flow design with InDesign, it is nearly able to simultaneously complete the digital version of the current magazine issue for online publication. However, because dpi is currently still defining a more appropriate

online publication strategy, it is currently only publishing a portion of the print magazine online as a sample, rather than publishing the entire issue online.

dpi Magazine has already made plans to use Adobe Creative Suite to carry out more diverse online development, such as integrating text, images and audio into multimedia web content, and providing mobile content for cell phones. They are also beginning to incorporate Flash interactive content development and working toward integrating online and print publishing.

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