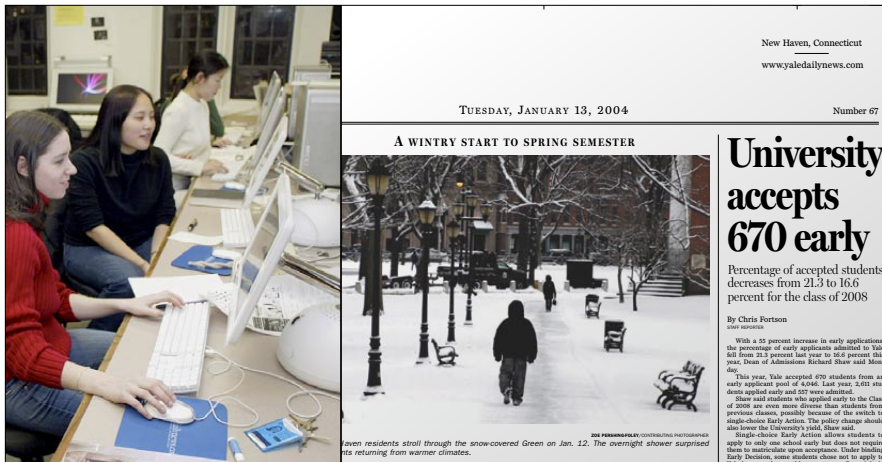




Exceptional stability

Prestigious college daily increases productivity and quality using Adobe® InDesign® and InCopy® software, and the SoftCare K4 Publishing System



As the nation's oldest daily college newspaper, with famous staff alumni such as Garry Trudeau, Joe Lieberman, and William F. Buckley, the *Yale Daily News* has a prestigious history. Responsibility for maintaining the paper's high visual and editorial standards falls to a core group of 24 students who publish the famous newspaper five days a week—in between lectures, exams, and other student responsibilities.

“Since moving to InDesign, readers can definitely see an improvement in the quality of the paper.”

Scott Dunn,
Partner,
Flux Consulting

The student staff uses workflow and editorial technology to streamline the publishing process, and looks for reliable systems that are stable, easy to maintain, and offer lower total cost of ownership. “We don’t have time to struggle with publishing systems that crash and are difficult to administer,” explains Nathan Francis, *Yale Daily News* staff member.

When the *Yale Daily News* paper’s Quark QPS editorial and workflow system became unstable and limited in terms of capabilities for enhancing newspaper quality, the *Daily News* staff replaced its QPS with a state-of-the-art system based on Adobe InCopy and Adobe InDesign software, and the SoftCare K4 Publishing System. “Since moving to an Adobe InDesign based publishing solution, we can produce the *Yale Daily News* without ongoing IT support,” says Francis. “We’re much more productive and self-sufficient.”

Mac OS X spurs move to InDesign

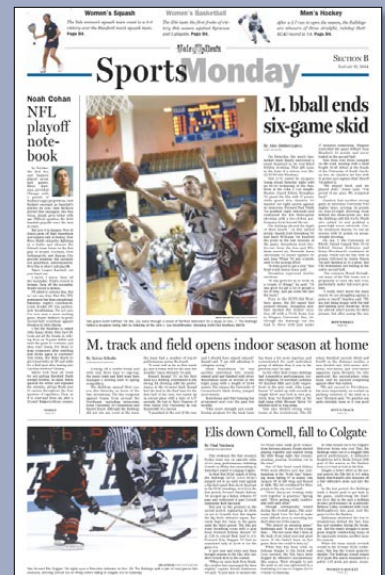
In an effort to increase the stability of its publishing system, the *Yale Daily News* staff planned to move to Mac OS X in 2003. Although Mac OS X is highly stable, the newspaper’s existing QPS system would run only in Classic mode. This limitation would not only complicate the newspaper’s IT environment, but also negate the benefits of moving to the new operating system, Mac OS X, because QPS running in Classic would be unstable.

“Even with outsourced IT support, the newspaper was struggling to keep its QPS system running efficiently on OS 9,” says Scott Dunn, partner for systems integrator Flux Consulting. “We recommended a new workflow system based on InDesign, InCopy, and K4.”

Transition proves painless

The *Yale Daily News* staff was initially wary of moving to a completely new system, with the potential of a steep learning curve and the possibility that the new system would be no more reliable than the QPS system. The Mac OS X, InDesign,

A core group of 24 students publishes the nation’s oldest college daily newspaper five days a week. The paper’s new publishing system, based on Adobe InDesign, Adobe InCopy, and the SoftCare K4 Publishing System, has automated routine portions of the publishing process, saving the staff hours on every issue.

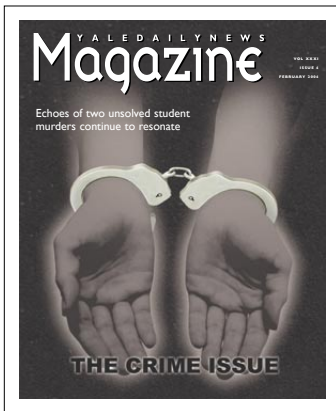


Enhancing the look of their newspaper was a top priority for the *Yale Daily News* staff. Using the tools and exceptional typographical control in Adobe InDesign, the designers can produce layouts with more sophisticated formatting. Style sheets, templates, master pages, and libraries let the staff leverage design elements across spreads.



“As a student-run newspaper, we need to be self-sufficient. That’s exactly what our new publishing system based on InDesign provides.”

*Nathan Francis,
Staff member,
Yale Daily News*



The staff is also taking advantage of transparency features in InDesign and its integration with Adobe Photoshop® software to add fresh visual effects such as drop shadows and transparent image backgrounds to artwork. “Since moving to InDesign, readers can definitely see an improvement in the quality of the paper,” says Dunn.

InDesign also enables the staff to generate high-resolution Adobe Portable Document Format (PDF) files for sending to printers in a fraction of the time it took with the QPS system. “We created a PDF Export Style with the appropriate fonts and image resolutions,” says Dunn. “In a single click, staff can generate the appropriate Adobe PDF files in 30 seconds, compared with 5 minutes out of QPS. For last-minute corrections, this time difference adds up to fewer missed deadlines.”

Having successfully moved to a more stable and feature-rich publishing environment with a lower cost of ownership, the *Yale Daily News* is now looking to move to the Adobe Creative Suite, as well as to the new version of K4. “With new interface features, nested styles, and the Transform palette, we’re excited to start taking advantage of InDesign CS,” says Francis. “But for now, as busy students, the fact that Adobe provides a mature, stable product for Mac OS X is even more important. As a student-run newspaper, we need to be self-sufficient. That’s exactly what our new publishing system based on InDesign provides.”

Company

Yale Daily News
New Haven, Connecticut
www.yaledailynews.com

Challenge

Find a stable editorial and workflow system that would increase productivity, improve design capabilities, and reduce the need for technical support.

Solution

Implement a new system based on Adobe InDesign, Adobe InCopy, and the SoftCare K4 Publishing System, distributed in the Americas by Managing Editor Inc. (MEI).

Benefits

Reduced reliance on IT support; improved newspaper quality and workflow productivity.

Tool Kit

- Adobe Acrobat®
- Adobe Illustrator®
- Adobe InDesign
- Adobe InCopy
- Adobe Photoshop
- SoftCare K4 Publishing System
- Apple Power Mac G5 computers
- Apple iMac computers
- Apple XServer

