



夢を大きく

Dream big

**What's your dream?**

"American products don't do as well in Japan as they should. I'd like to help American companies become more competitive."

**What do you do?**

"I'm using the Macintosh and a program called EG Word to translate Japanese articles into English for my advanced modern Japanese class. It's a great way to expand my knowledge of the Japanese language and become familiar with the more common phrases and symbols. The hard part was learning more than 2,000 characters in the Japanese symbolic alphabet."

**What are you most proud of?**

"The fact that I'm able to write, in Japanese, to friends in Japan. I write words out phonetically, and then the software translates everything into symbols. For me, writing in Japanese without a Macintosh would be impossible."

**Why Macintosh?**

"I've been able to find applications for everything I want to do."

**Name:**

Greg Smith

**Major area of study:**

Computer Science

**Year:**

Junior

**Hometown:**

Kobe, Japan

**Software:**

- EG Word by Qualitas Trading Company, Japanese translation
- Microsoft Word, word processing and problem sets
- Expressorist by Allan Bonadio Associates, typesetting technical documents
- THINK C by Symantec, programming



**Name:**

Iselle Birdthistle

**Major area of study:**

Anthropology

**Year:**

Sophomore

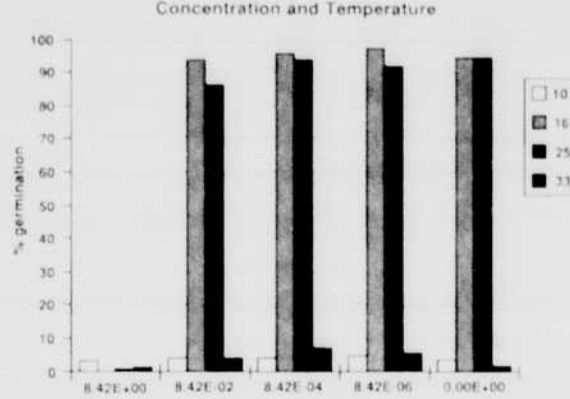
**Hometown:**

York, Ireland

**Software:**

- Microsoft Word, word processing
- Microsoft Excel, data visualization
- CA-Cri-let Graph by Computer Associates, graphing
- DeltaGraph by DeltaPrint, graphing

The Percentage of Seeds Germinated as a Function of Concentration and Temperature



**What's your dream?**

"To see as many places as possible. I'm interested in other cultures. Someday, I'd like to combine my background in biology with my background in anthropology—and teach about cultural healing practices and medicine."

**What do you do?**

"My classes require a lot of writing. I use my Macintosh for everything. I compile notes on it. I use it to outline, write, and edit papers and lab reports. I even keep a personal journal on it."

"I have a laboratory class that requires doing a lot of statistical analyses. By hand, an analysis takes up to half an hour. Just to do one. But with a Macintosh, I can do twenty of them within a few minutes."

**What are you most proud of?**

"Proud may be the wrong word, but I feel really good about the fact that I'm doing so much with the Macintosh. I'm not a computer scientist, but Macintosh makes me feel like I am."

**Why Macintosh?**

"I'm very familiar with other computers. And I've found that Macintosh is the most straightforward and logical. It makes it easy to do new things and explore new directions."

**What's your dream?**

"I want to design spaces that have great personality."

**What do you do?**

"Our assignment for our master's thesis was to design a dance school. We were given a list of the client's needs and a site—a nicely landscaped hillside. I wanted to design something that was an expression of the use of space for dancers, and also something that responded to the site."

"I thought that the building should be designed from the inside out—that the inside was the most important part, and should inspire."

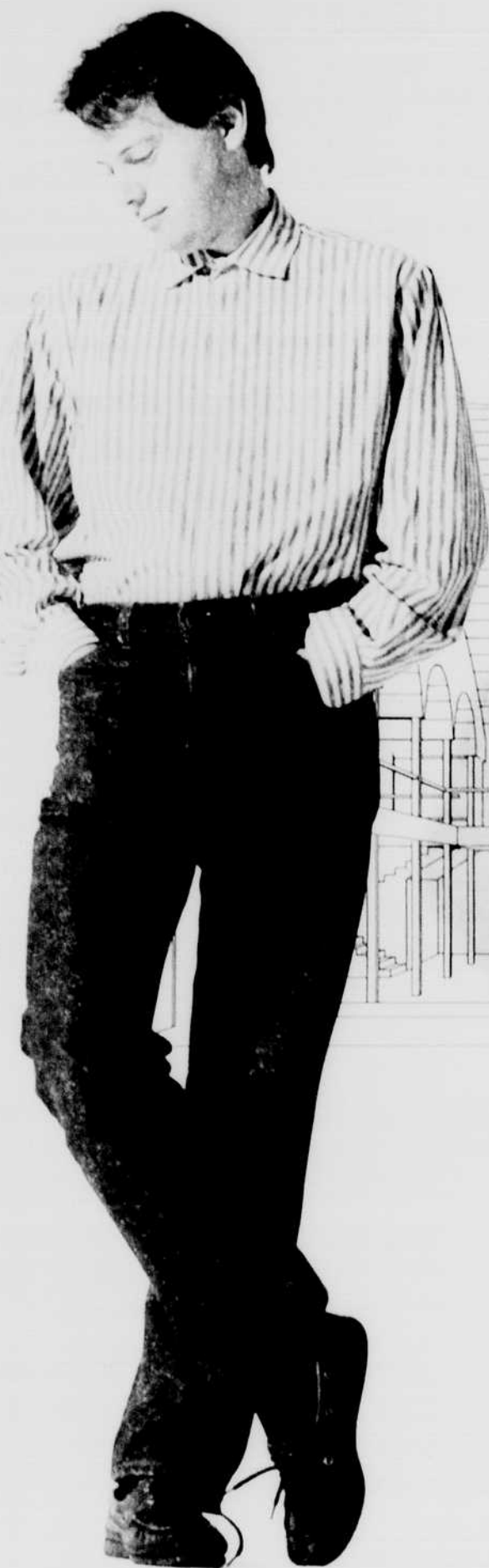
"I started from scratch."

"The first part of the process was to work with different volumes, and figure out the best way to take advantage of the site. The important thing was to stay open to different ideas and not to get locked into one solution. The Macintosh let me explore a lot of different options. I decided there should be three basic volumes: the performance space, practice spaces, and offices and classrooms."

"The next stage was to work out the floor plan and to design the roof shapes. The challenge with dance spaces is that they should be very simple. You should just have four walls, with very few windows because they can be distracting. To create something unique, you need to work very hard."

"Macintosh let me constantly switch between two-dimensional floor plans and three-dimensional models."

"When we were done, we used the Macintosh to write a complete 20-page proposal for our solution, including technical specs."



**What are you most proud of?**

"When you start designing a building, you start with ideas about how the building will feel, not how it will look. The hardest part is giving shape to a feeling or mood. I think this project accomplishes that well."

**Why Macintosh?**

"I'd never used a Macintosh before this project. And we used it for everything. We only had seventeen weeks for the project, so I didn't have much time to learn about the computer. It was a little hard at first, but I picked it up really quickly."

"Design is a very back-and-forth process. You do something, you look at it, and then

you decide what to do to it. You always start with a vision, but you need to work it all out. It's how you figure it out, and what the details are, that makes the difference."

"The Macintosh lets you visualize in three dimensions quickly. If you just want to see one perspective, it's still sometimes faster to do it by hand. But if you want to see many perspectives, or see many ideas, it's much better to use a Macintosh. It helps you try more options in the early stages, when you can have the biggest effect on a building."

"With Macintosh, I could walk through my building."

"It's the closest thing to building it."

**Name:**

Man Selvas

**Major area of study:**

Architecture

**Year:**

Master's Program, School of Architecture

**Hometown:**

Brussels, Belgium

**Software:**

- In Vision by Gamew, two- and three-dimensional modeling
- Adobe Photoshop, combining photographs of sites with drawings of buildings
- Microsoft Word, word processing
- Aldus PageMaker, page layout for proposals
- PixelPaint by SuperMac Technology, graphics
- Clavis MacDraw, drawing

**What's your dream?**

Rebecca: "To go to medical school. And beyond that: To travel the world, and help people in other places."

Malcolm: "I want to start my own business—a great, great company!"

**What do you do?**

"We're the quickest—and most cost-effective—way to get the word out. The Ad Agency is a completely student-run advertising agency. We have 25 student employees. Our clients include student groups, university departments, and off-campus businesses."

"We design ads, flyers, and promotions. Our flyer distribution service can get a message out to the whole campus, or pinpoint a specific group. We use Macintosh for virtually everything associated with running the business: creating ads, doing budgets, and keeping track of expenses and paperwork—even for automatically sending out invoices. We do all of our accounting and general ledger work on the Macintosh. We keep a database of our clients that helps us keep track of all the work we've done for them."

**What are you most proud of?**

"Our clients really trust us. And our profits are up 124 percent from last year. Beyond that, we feel it's great that the agency offers a way for students to use their business skills and their creative inclinations."

**Why Macintosh?**

"With a Macintosh, once you've used one program for a little while, you can use any program. Because they all work the same way. In a business like ours, where there are a lot of different students in the office, that makes it a lot easier to train them."

"The most important part is that the Macintosh never gets in the way of what you want to do. If we want to take names and addresses from our client database in HyperCard and use them in another program—say, a word processor, so we can send out letters—it's easy. We just copy the information from one program, and paste it into the other. If we want to create a great ad or draw a graphic, we just do it. It's that easy."

"We couldn't run our business without it. We've already made plans to buy another Macintosh!"



**Name:**

Malcolm Webb

Rebecca Yu

**Major area of study:**

Malcolm: Quantitative Economics

Rebecca: Art History/Promed

**Year:**

Malcolm: Junior

Rebecca: Junior

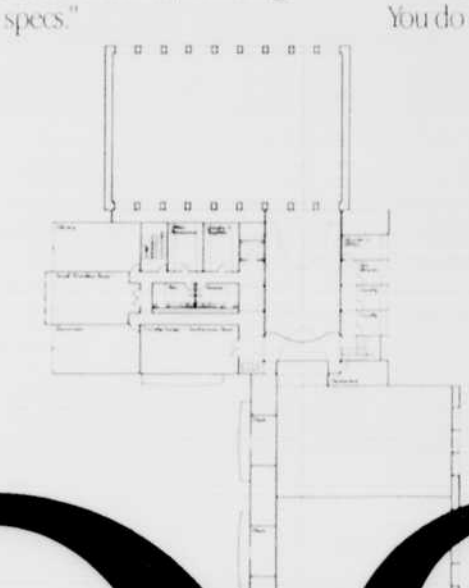
**Hometown:**

Malcolm: Bryn Mawr, Pennsylvania

Rebecca: San Carlos, California

**Software:**

- Microsoft Word, correspondence
- Microsoft Excel, general ledger
- Clavis FileMaker, invoices
- Clavis HyperCard, client database
- Aldus PageMaker, flyer and ad design



# Macintosh