

Chapter 1

Adventuring into the Mac World

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 - ▶ Conversing with your computer
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Forgive me for getting too personal right off the bat, but next to your spouse or significant other, is there anyone or anything you touch more often than a computer keyboard? Or gaze at more intensely than a monitor?

If this is your initial dalliance with a Macintosh, you are probably already smitten — and quite possibly at the start of a lifelong affair.

Despite its good looks, the Mac is much more than a trophy computer. You can admire the machine for flaunting intelligent design, versatility, and toughness. A Mac can take care of itself. As of this writing, the Mac has avoided the scourge of viruses that plague PCs based on Microsoft Windows. Apple's darlings are a lot more stable too, so they crash and burn less often.

Mac-Spectacular Computing

You shouldn't be alarmed that far fewer people own Macs compared with PCs. That's like saying fewer people drive Ferraris than drive Chevys. Strength in numbers is overrated.

Besides, as a new member of the Mac community, consider the company you are about to keep. Mac owners tend to belong to the cool crowd: artists, designers, performers, and (can't resist this one) writers.

Sure, these same people can be smug at times. I've had Mac mavens go ballistic on me for penning *positive* reviews that were not flattering enough. Or for even daring to suggest that Macs aren't always perfect.

The machines come pretty darn close, though, so if you're new to the Mac you're in for a treat. It has been suggested that most Windows users go to their computers to complete the task at hand and be done with it. The Mac owner also gets things done, of course. The difference is that machines branded with the Apple logo tend to be a labor of love. Moreover, now that Intel is inside newer Macs, Apple's computer can double as a pretty darn effective Windows machine.

Oh, and you will always remember the first time.

Checking out shapes and sizes



When people speak of the Mac, they may refer to both the physical machine (or hardware) and the *operating system* software that makes it all tick. One is worthless without the other. On a Mac, the operating system is called *OS X* (pronounced "oh-S-ten"). The sixth major release of OS X also carries a ferocious moniker, *Leopard* (see Chapter 6 for more on the operating system).

Apple Computer has a tremendous advantage over the companies promoting Windows PCs because it is the single entity responsible for producing not only the computer itself but also the important software that choreographs the way the system behaves. Everything is simpatico.

That's in stark contrast to the ways of the PC world. Companies such as Dell and Hewlett-Packard manufacture hardware. Microsoft produces the Windows software that fuels the machines. Sure these companies maintain close ties, but they just don't share Apple's blood relationships.

You will find a variety of Macintoshes meant to sit on top of your desk, thus the term *desktop computer*. These are discussed in greater detail in Chapter 4. Just know for now that the main examples of the breed are the iMac, the Mac mini, and the Mac Pro.

Mac *laptops*, so named because they rest on your lap and are portable, include the MacBook, the MacBook Pro, and the Twiggy-thin MacBook Air. They are sometimes referred to as *notebook computers* or just plain *notebooks*. As with spiral notebooks, they can fit into a briefcase.

Matching a Mac to your needs

Haven't settled on which Mac to buy? This book provides assistance. Cheap advice: If you can eyeball the computers in person, by all means do so. Apple operates more than two hundred retail stores worldwide, mostly in North

America. But there are also retail outlets in the United Kingdom, Italy, and Japan. Trolling through these high-tech candy stores is a delight. Of course, you can also buy Macs on the Internet or in traditional “brick and mortar” computer stores.

Just be prepared to part with some loot. Although the gap between the cost of PCs and Macs is narrowing, you will typically pay more for a Mac versus a comparable unit on the PC side.

(Uh oh! The Mac diehards are boiling at that remark: I can practically see their heads exploding as they rant: “There is no such thing as a *comparable* Windows machine.”)



Keep in mind that students are often eligible for discounts on computers. Check with your college or university bookstore. Apple also gives breaks to faculty, administrators, and K-12 teachers.

You might also qualify for a corporate discount through your employer.

Selecting handy peripherals

As you might imagine, a full range of peripherals complement the Mac. Although much of what you create in *bits* and *bytes*, to put it in computer-speak, stays in that electronic form, at some point you’re probably going to want to print your work. On old-fashioned paper, no less. Fortunately, a number of excellent printers work with Macs. I provide details in Chapter 8.

You may also choose a *scanner*, which in some respects is the opposite of a printer. That’s because you start with an image already in paper form, and scan, or translate, it into a form your computer can understand and display. Okay, so you can also scan from slides or microfiche but you get my point.

Some machines combine printing and scanning functions, often with copier and fax capabilities as well. These are called *multifunction*, or all-in-one, devices.

Communicating with Your Mac

The Mac isn’t at all standoffish like some human objects of affection. It is friendly and approachable. In this section, I tell you how.

It's a GUI

Every mainstream computer in operation today employs what's called a *graphical user interface*, or GUI. The Mac's GUI is arguably the most inviting of all. It consists of colorful objects or pictures on your screen, plus windows and menus (for more, see Chapter 3). You interact with these using a computer *mouse* or other *pointing device* to tell your machine and its various programs how to behave. Sure beats typing instructions as arcane commands or taking a crash course in programming.

Even though GUI is pronounced "gooey," there's nothing remotely yucky about it.

With great tools for you

Given its versatility, I've often thought a Mac would make a terrific product to peddle on one of those late-night infomercials. *"It slices, it dices. Why it even does more than a Ginsu Knife or Popeil Pocket Fisherman!"*

Indeed, have you ever paused to consider what a computer is anyhow? Let's consider a few of its most primitive (albeit handy) functions. A Mac can

- ✓ Tell time
- ✓ Display family portraits
- ✓ Solve arithmetic problems
- ✓ Play movies
- ✓ Let you chat with friends

I dare say you didn't surrender a grand or two for a simple clock, photo album, calculator, DVD player, or telephone. But it's sure nice having all those capabilities in one place, and as that announcer on TV might bark, *"That's not all folks."*

I can't possibly rattle off all the nifty things a Mac can do in one section (besides, I encourage you to read the rest of the book). But whether you bought or intend to buy a Mac for work, play, or more likely some combination of the two, some little birdie tells me the contents of the Mac's tool chest will surpass your expectations.

And output, too

I'm confident that you'll spend many pleasurable hours in front of your computer. At the end of the day, though, you're going to want to show other people how productive and clever you've been. So whether you produce legal briefs, spiffy newsletters for the PTA, or music CDs for your fraternity's big bash, the Mac will make you proud.

Living the iLife

All the latest Macs are loaded with a terrific suite of software programs called iLife to help you master the digital lifestyle you are about to become accustomed to. (On older systems, you can purchase the upgraded iLife suite of programs.) I dig deeper into the various iLife components throughout Part IV. Here's a sneak preview:

- ✓ **iPhoto:** The great photographer Ansel Adams would have had a field day with iPhoto. This software lets you organize and share your best pictures in myriad ways, including placing them in calendars or in coffee table books.
- ✓ **iMovie:** Can an Academy Award be far behind? iMovie is all about applying cinematic effects to turn your video into a piece of high-minded art that would make Martin Scorsese proud. Who knows, maybe Apple boss Steve Jobs will find work for you at Disney or Pixar.
- ✓ **iDVD:** Use this program to create DVDs with chapters, like the films you rent at the video store.
- ✓ **GarageBand:** Did somebody mention groupies? GarageBand lets you make music using virtual software instruments. The latest version also helps you create online radio shows, or *podcasts*.
- ✓ **iWeb:** This member of the iLife troupe is all about helping you create your own Web site.

Reaching Outside the Box

The modern computing experience extends well beyond the inner workings of the physical contraption on your desk. Computing is more about what occurs in the magical kingdom of cyberspace, better known as the Internet.

Getting online

In Chapter 9, you discover all there is to know about finding your way to the Internet and the many paths you can take once you get there. The Mac comes with the software you need to get started and (depending on your model) the circuitry required to connect online through fast broadband methods. Older machines may still dial up the Internet, though that is increasingly rare.

Networking with or without wires

Ask a few people to explain what networking is all about, and they'll probably utter something about trying to meet and cozy up to influential people who might help them advance their careers or social lives.

A Mac can help with such things, too, but that's not the kind of networking I have in mind. Computer networks are about having two or more machines communicate with one another to share files, pictures, music, and most importantly, a connection to various online outposts. Even on a Mac, this networking business can get kind of geeky, though Apple does as good a job as anyone in helping to simplify the process. You can network by connecting certain cords and cables. The preferred method is to do so without wires. This is all explained in Chapter 18.

Staying Safe and Trouble-Free

As noted, the Mac has historically been able to avoid the nasty viruses and other malevolent programs that give Windows owners the heebie-jeebies. In the nastiest scenarios, those Windows machines (or certain programs) are shut down and personal information is surreptitiously lifted. In this day and age, not even Mac owners should let their guard down. (And remember, in some instances the Mac can double as a Windows machine.) Chapter 13 offers counsel on avoiding online dangers.

No matter how much care and feeding went into producing these beautiful computers, when all is said and done we are talking about physical contraptions filled with circuits and silicon. Machines break, or at the very least get cranky. So drop by Chapter 20, where I outline common troubleshooting steps you can take to ensure that you and your computer develop your relationship gracefully. It's the high-tech alternative to couple counseling.