



- ▶ **Adobe Store**
- [Holiday Specials](#)





▶ **Product Information**

- [Plugins & Updates](#)
 - [Free Tryouts & Betas](#)
- ▶ **Online Services**
- Adobe Announces**
- [After Effects & Premiere: Millennium Special!](#)
 - [PhotoDeluxe 4.0 is Now Available](#)
 - [Save \\$700: Buy Web Collection with Mac G4 or Powerbook G3](#)

- [New: GoLive Dynamic Link for Active Server Pages](#)

▶ **Adobe Worldwide**

- ▶ [Activeshare.com](#)
Share photos with your family and friends
- ▶ [Partner Programs](#)
- ▶ [Career Opportunities](#)

WEB	PRINT	MOTION	ePAPER
 <p><u>Inside the Fray</u> A clean, well-lighted place for the Web's darkest secrets.</p>	 <p><u>Pace Design</u> Taipei-based firm combines digital and traditional techniques</p>	 <p><u>twenty2product</u> Not your typical tale of East meets West at this unique motion graphics studio.</p>	 <p><u>Web Links in PDF</u> Enhance your PDF pages with live links to Web sites.</p>



Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

- [Terms of Use](#)
- [Online Privacy Policy](#)
- [Y2K Information](#)

"An emphasis on headwork over handwork is the best way to describe our design process," says Ian Town. Specializing in digital retouching and image manipulation, Town creates playful collages and illustrations.

Print Center



Tips & Techniques

[more ▶](#)


[Automate a Series of Tasks](#)

Here's a quick way to simplify your life by combining several tasks into one.

Gallery

[more ▶](#)


[Pamela Hobbs](#)

This British-born designer shows us the future - and it's groovy!

Spotlights

[more ▶](#)

News & Views

Top Features

[more ▶](#)

[Tell Us About Color Management](#)

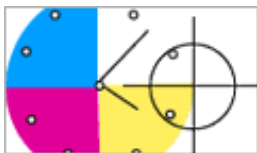
We'd like to hear your thoughts on the ICC-based color management features in Adobe Photoshop and Adobe Illustrator.

[Illustrator's Naturalistic Drawing Tools](#)

Controlling the drawing tools in Illustrator to produce a more hand-rendered look.

[Essex Two](#)

How Joseph Michael Essex helps clients articulate their essential characteristics in developing a visual identity.



AlphaGraphics

This quick-printing service accepts and encourages jobs submitted as PDF files. The results so far: reduced print-job time, hardly any font errors, a speedier review cycle, and zero shipping costs.

[\(PDF: 175 KB / 2 pages\)](#)

Online Shopping and Services

[more services ▶](#)



[Print buying made easy with impresse.com. You're free to do what you do best - design and create.](#)

[For a limited time: free shipping and handling](#)

Print Bookstore

[more ▶](#)



Designing Identity: Graphic Design As a Business Strategy

by Marc English

This book includes dozens of case studies, each providing insight into a specific arena of business and the unique role design plays in developing an identity as part of a strategy for success. Some of the best designers in the field today explain their process in creating identities, from initial client meetings and planning through logo development and a variety of identity applications.

[Buy it at Amazon.com](#)

Featured Products

Columns

[more ▶](#)



[Daniel Pelavin](#) [The House Always Wins](#)

What if they gave a design competition and nobody came?



[Robin Williams](#) [A Tale of Two Platforms](#)

Getting type to behave on both Macs and PCs isn't easy, but it *is* possible.

News

[more ▶](#)

[Adobe PressReady Now Supports the Epson 900](#)

[So You Want to Be in Magazines, Do You?; New technology is finally making mom-and-pop publishing as slick as the glossies--if you've got the time](#)

[Adobe package aids Web design The new 'Web Collection' incorporates Photoshop, Illustrator, ImageStyler and GoLive programs.](#)

[India- Adobe, PC brands to boost ePaper](#)

Events

[more ▶](#)

February 7 - 11, 2000

[Seybold Seminars Boston](#)

Forums

[more ▶](#)

[Forums Are Temporarily Closed](#)

To improve the performance of the User to User Forums, we have closed them for repairs until January. Check back for updates.

First Person



[Mohamed El Kholly](#)

This illustrator achieves painterly effects with his digital brushwork.

[Adobe Acrobat®](#)
[Adobe Design Collection](#)
[Adobe Dimensions®](#)
[Adobe Extreme™](#)
[Adobe Font Folio™](#)
[Adobe FrameMaker®](#)
[Adobe FrameMaker+SGML](#)
[Adobe FrameViewer®](#)
[Adobe Illustrator®](#)
[Adobe InDesign™](#)
[Adobe PageMaker® Plus](#)
[Adobe PDF and Printing](#)
[Adobe PhotoDeluxe® Business Edition](#)

[Adobe Photoshop®](#)
[Adobe Photoshop Limited Edition](#)
[Adobe PostScript® 3™](#)
[Adobe PressReady™](#)
[Adobe Printer Drivers](#)
[Adobe Publishing Collection](#)
[Adobe Streamline™](#)
[Adobe Type Library](#)
[Adobe Type Manager® Deluxe](#)
[Third-Party Plug-ins](#)
[Adobe Classroom in a Book®](#)
[Adobe Magazine](#)

Printing Technologies

[more ▶](#)



[PostScript vs. PDF](#)

Why do we offer two printing technologies?
How do they differ?

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery



Ian Town of Pace Design

Products used:

[Illustrator®](#)

[Photoshop®](#)

[Pagemaker®](#)

[Acrobat®](#)

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11 ▶](#)



FOR EIGHT YEARS TAIPEI-BASED PACE DESIGN HAS COMBINED DIGITAL AND TRADITIONAL TECHNIQUES TO MEET ITS CLIENTS' NEEDS.

Ian Town's design career began before he'd finished his formal education. "Even before I went to university, I was already involved in design," says Town of his first job. That first work involved designing advertising and marketing material for a variety of import and export companies operating from his native Taipei and elsewhere in Taiwan.

It was a valuable experience and it inspired Town to start his own business. "Pace Design was founded when I was a junior at Taiwan Culture University," he noted. Now 10 years old, Pace Design employs nine designers and has a client list that includes Philips Taiwan Ltd, ABBOTT Laboratories Services Corp, the PC Home Publication Group, Pioneer High Fidelity Taiwan, Dynalab, the Taipei Financial Corp Center, ERA Communication Co., and CIC Taiwan.

Pace Design's designers are, according to Town, all equipped with art degrees. "An emphasis on headwork over handwork is the best way to describe our design process," he says. Although traditionally trained himself, Town began working in the digital realm almost a decade ago when he bought his first Apple Macintosh and a selection of Adobe software.

Graphics are used to enhance content, not to decorate or hide it...

- Ian Town

Both the Mac and Adobe are still very much a part of his day to day work life. "I use three software packages every day: PageMaker, Illustrator and Photoshop," he reports. Interestingly, though he works with the very latest versions of these Adobe tools, the product that has most impressed him recently is Adobe Acrobat 4.0. "My clients, like Philips or ABBOTT, are international companies. Every day our files go to many countries, and other countries' files come to us. Doing this file exchange used to be very hard because everybody uses different software in different languages. Now I use Acrobat 4.0 and it is much better." And the key, he says, is simple: Acrobat 4.0 supports two-byte fonts. "This means it is compatible with Japanese, Chinese, Korean, and the other two-byte languages."

Although he is happy with the current versions of Adobe Photoshop and Illustrator (he likes the former's Action palette and the latter's gradient tools and colour management), Town like many other designers, is waiting anxiously for one new Adobe product in particular to appear in his market. "I'm waiting for the Chinese version of InDesign", he says. Having seen a beta version of the revolutionary software, he was impressed by its convenience and functionality. "I hope it comes out quickly!"

Pace Design specializes in digital retouching, color enhancement, complex image manipulation, and illustration. Says Town, "Our design is disarmingly simple. Graphics are used to enhance content, not to decorate or hide it. Photography, collage, and illustration are used to create playful environments." Pace tries, he adds, to be "elegant but never chic; serious but never pretentious and disciplined but never dull."

[back to top ▲](#)

[next ►](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11 ▶](#)

AUC Quarterly Magazine Cover

Client : Apple User Club

This magazine cover design is for Taiwan's Apple User Club in Taiwan. The design subject is "be different".

[◀ previous](#)[next ▶](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11 ▶](#)

Package Design for Internet Shuttle Client : Beacon Tech

The tone and style of this package design emphasizes technology and speed.

[◀ previous](#)[next ▶](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11 ▶](#)**Poster****Client : Cefantastic Salon**

This poster design combines Chinese calligraphy, traditional furniture and a modern model to present unique eastern beauty.

[◀ previous](#)[next ▶](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[Print](#)

Print Gallery

Pace Design

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#)



Poster

Client : Cefantastic Salon

This poster series harmoniously combines classic and modern elements.

[previous](#)

[next](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) ▶

Poster for New Chain Store Opening Client : Ciao Beauty Shop

The pronunciation of "Ciao" is same as the Chinese word for attractive. Thus, there is a play on words in this poster.

[◀ previous](#)[next ▶](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11 ▶](#)

CD package design for Ms. Stella Chang.

**Client : EMI
Records**

Chang is a major
recording artist in
Taiwan and
Mainland China.
This design is for her
CD package.

[◀ previous](#)[next ▶](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[Print](#)

Print Gallery

Pace Design

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#)



**New Vision
Magazine Cover**
**Client : Team
Strong Media**
Computer science
involves great
change and new
advantages for the
publishing market.

[previous](#)

[next](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[Print](#)

Print Gallery

Pace Design

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#)



DM for Product Launch
Client : Grand Tech

This DM was designed for the launch of the Chinese versions of PageMaker and Illustrator.

[previous](#)

[next](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

[◀ Print](#)

Print Gallery

Pace Design

Page: [◀ 1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11 ▶](#)

Ad for the ATM Font Launch

Client : Dynalab

This ad design was for a Chinese ATM Font launched in 1998. The key points of this design are creative freedom and delicate beauty.

[◀ previous](#)[next ▶](#)

Copyright ©1999 Adobe Systems Incorporated. All rights reserved.

[Terms of Use](#)

[Online Privacy Policy](#)

