UNDERSTANDING THE MACINTOSH™ COMPUTER

RICK DAYTON

8563884

Understanding the Macintosh

Rick Dayton

A Reston Computer Group Book
Reston Publishing Company, Inc.
A Prentice-Hall Company
Reston, Virginia

Library of Congress Cataloging in Publication Data

Understanding the Macintosh computer.

1. Macintosh (Computer) I. Title.
QA76.8.M3W44 1984 001.64 84-4899
ISBN 0-8359-8054-5

© 1984 by Reston Publishing Company, Inc.
A Prentice-Hall Company
Reston, Virginia 22090

All rights reserved. No part of this book may be reproduced, in any way or by any means, without permission in writing from the publisher.

10 9 8 7 6 5 4 3 2 1

Printed in the United States of America

Apple®, MacMouse®, Imagewriter®, are registered trademarks of Apple Computer, Inc.

MacWrite™, MacPaint™, are trademarks of Apple Computer, Inc.

Macintosh™ is a trademark licensed to Apple Computer, Inc.

MacPlan®, MacChart® and MacSheet® are registered trademarks of Microsoft Corporation.

IBM® and IBM® PC are registered trademarks of International Business Machines Corporation.

Lisa™ is a trademark of Apple Computer, Inc.

Understanding the Macintosh

PREFACE

此为试读,需要完整PDF请访问: www.ertongbook.com

If you are thinking about purchasing a desktop computer or you have recently bought a Macintosh™ computer, this book is for you. If you want to use a microcomputer for business or personal use, read on. This book illustrates what the Macintosh computer can do for you and how to get the most out of it. A few of the benefits you will derive follow:

- Are you familiar with state of the art software and the electronic "mouse"? Chapter 1 will acquaint you with the Macintosh software and hardware.
- Electronic spreadsheets are responsible for the desktop computer boom. See what MacPlan™ can do for you in Chapter 2.
- If you are still using pen, pencil and/or typewriter for letters, forms and other word processing applications, you are wasting valuable time. See how MacWrite™ can help increase productivity in Chapter 3.
- Voluminous columns and tables divert attention away from important matters. Explore the exciting world of Mac graphics in Chapter 4.
- One picture is worth a thousand words. See how MacDraw™ can help you draw presentation quality pictures and diagrams in Chapter 5.
- Put a MacChart™ in your MacWrite document to illustrate your thoughts. See how to exchange information between Macintosh documents in Chapter 6.
- What else is in store for the Macintosh computer? See what's planned and how you can influence further development in Chapter 7.

HOW TO USE THIS BOOK

Specific challenges. If you are interested in an individual topic, such as "What are the specific features of MacPlan?", turn to the Contents or Index to locate the page number of the chapter which discusses that topic.

General challenges. If you can relate your challenge to one of the following general areas, direct your initial reading toward the related relevant chapters.

General area	Chapter
Macintosh computer software and hardware	1
MacPlan spreadsheet applications	2
MacWrite word processing applications	3
MacChart graphic applications	4
MacPaint diagram and picture applications	5
Macintosh application exchangebility	6
Macintosh coming attractions	7

APPLICATIONS PERSPECTIVE

This book emphasizes how to use the Macintosh application software from the personal business and home use perspective. Others, including engineers and programmers, will also find this book helpful for obtaining an overall understanding of the Macintosh software and hardware and the needs of users.

8563884

CONTENTS

Preface, xi

1 UNDERSTANDING THE MACINTOSH COMPUTER, 1

Introduction to the Macintosh Hardware, 3
- The Mouse, 4
- The Cabinet, 4
  - The computer, 5
  - The display screen, 6
  - The built-in disk drive, 6
- The Macintosh Device Connectors, 7
- The Macintosh Keyboard, 8
- The Macintosh Printer, 8
- Hardware Enhancements, 10

Understanding the Macintosh Application Environment, 10
- User—Friendliness Criteria, 11
- Mouse Clicking, 12
- Icon Symbols, 12
- Windows and Scroll Boxes, 14
- Pull-down Menus, 16
- Software Environment and Accessories, 18

Applications Overview, 19
- Understanding Application Approaches, 19
- Pull-down Menus, 18
  - Specific purpose software packages, 20
  - General purpose software packages, 20
- The Macintosh General Purpose Software Packages, 20
  - MacPlan, 20
  - MacWrite, 20
  - MacChart, 21
  - MacPaint, 21

2 USING MACPLAN, 23

What MacPlan Can Do For You, 25
- MacPlan Overview, 25

Benefits to be Derived from Using MacPlan, 27
Eliminate manual calculations, 27
Answer what-if questions, 28
Facilitate better financial decisions, 28

Working with MacPlan Features, 29
Creating a MacSheet Document, 29
MacPlan Concepts, 29
Understanding the MacSheet components, 29
Entering data, 30
Modifying MacSheets, 33
Modifying the contents of a MacSheet, 34
Modifying the appearance of a MacSheet, 38
Calculating Results, 42
Automatic calculation, 42
Circular references, 42
Iterative calculations, 43
Protecting MacSheets, 44
Printing MacSheets, 44
Saving MacSheets, 45
MacPlan Shortcuts, 45
Transferring MacSheet Data, 47

Getting Formulas to Work For You, 48
Understanding MacPlan Formulas, 48
Formula components, 49
Arithmetic operators, 49
Relational operators, 50
Text operator, 51
Control constants, 51
Using MacPlan's Built-In Functions, 52

Ideas for MacPlan Applications, 60
Case Study—Building a MacPlan Spreadsheet, 61
Amortization table, 68
Budgets, 69
Capital expenditures, 70
Cash flow, 71
Cash disbursements, 72
Checkbook reconciliation, 73
Commission calculation, 74
Cost analysis, 75
Depreciation, 76
Expense reports, 77

Financing alternatives, 78
Impounds, 79
Income taxes, 80
Inflationary effects, 81
Inventory analysis, 82
Market analysis, 83
Overhead allocation, 84
Payroll, 85
Personnel compensation, 86
Projections, 87
Productivity analysis, 88
Revenue analysis, 89
Salary analysis, 90
Selling expense analysis, 91
Stock portfolio, 92
Time management, 93
Variance analysis, 94

3 USING MACWRITE, 95

What MacWrite Can Do for You, 97
Document life cycle, 97
Benefits to be Derived from Using MacWrite, 100
Reduction in clerical effort, 100
Shorter life cycle, 101
Enhanced control, 101
Professional looking documents, 102

Ideas for Using MacWrite, 102
Who Can Benefit from Using MacWrite, 102
Recurring Documents, 104
Nonrecurring Documents, 105
When to Use MacWrite, 106
Where to Use MacWrite, 106

Working with MacWrite Features, 107
Adjusting MacWrite's Comfort Control Features, 107
Setting up for your MacWrite Document, 110
Modifying a MacWrite Document, 115
Modifying the contents of a MacWrite document, 115
Modifying the appearance of a MacWrite document, 118
Printing MacWrite Documents, 120
Saving MacWrite Documents, 120

Using MacWrite's Shortcuts, 121
Transferring Text Between MacWrite Documents, 121

Case Study—Creating and Modifying a MacWrite Document, 122

4 USING MACCHART, 125

Understanding Numeric Graphics, 127
Graphic Shapes, 127
Amounts, 127
Titles, 128

What MacChart Can Do for You, 128
Overview of MacChart, 129
Benefits to be derived from Using MacChart, 129

Working with MacChart Features, 131
Understanding MacChart Concepts, 131
Understanding the basic MacChart components, 132
Understanding MacChart terminology, 133
Understanding the chart components, 134
Understanding MacChart's data types, 134
How to Enter and Modify Data, 136
Entering data, 136
Modifying data, 137
Generating Analysis Graphs, 138
The MacChart generated graphs, 138
Creating generated graphs, 139
Modifying MacChart Graphs, 140
Changing the graph shape, 141
Modifying the border, 143
Modifying the chart, value and category titles, 144
Modifying the axes, 144
Adding grid lines, 148
Modifying value or category prefixes and suffixes, 148
Modifying value or category alignment and format, 150
Modifying main chart and overlay chart formats, 150
Modifying a legend, 152
Adding and modifying an arrow, 153
Changing the location or size of a chart component, 156
Overlaying a graph with another graph, 157
Sorting values, 157

此为试读,需要完整PDF请访问: www.ertongbook.com

Changing the pattern of a component, 157
Using the Special Keys with MacChart, 158
Printing MacChart Graphs, 159
Saving MacChart Graphs, 160
Retrieving saved Graphs, 161
Transferring Data between MacCharts, 161
Copying data, 162
Linking MacCharts, 162

Guidelines for Using MacChart, 163
How much graphics to use, 163
What should be graphed, 163
Which shape to use, 163
An approach to using MacChart, 164

Ideas for MacChart Applications, 164
General, 167
Budgets, 167
Taxes, 167
Investments, 167
Financing alternatives, 167
Inflationary effects, 167
School, 167

Case Study—Creating and Modifying a MacChart Graph, 168

5 **USING MACPAINT, 177**

Overview of MacPaint, 179

Ways to Use MacPaint, 179
Creating useful end-products, 179
Having fun, 180
Working with MacPaint Features, 180
Understanding MacPaint components, 180
Using MacPaint's tools, 182
Changing fill patterns, 187
Modifying MacPaint drawings, 187
Keyboard commands and other shortcuts, 189
Storing, retrieving and printing MacPaint paintings, 190
A MacPaint Illustrated Idea, 190

6 TRANSFERRING DATA BETWEEN MACINTOSH APPLICATIONS, 191

Understanding Which Applications Can Transfer Data, 193
Benefits of Transferring Application Data, 193
How to Transfer Application Data, 194

7 COMING ATTRACTIONS, 197

New Software, 199
How You Can Influence Software Development, 200

Index, 203

Chapter 1

UNDERSTANDING THE MACINTOSH COMPUTER

During 1983, Apple Computer, Inc. ("Apple") introduced the Lisa computer, a revolutionary machine in personal computing. Over 100 man years of effort were devoted to developing the Lisa. While there are many functional similarities, the Macintosh™ ("Mac"), Lisa's little brother, differs in one significant respect—price. Mac sells for $2,500, while big sister Lisa costs more than twice as much. Functionally, however, Mac had the benefit of all those years of hard work in developing Lisa and resembles her in many respects while bearing a price tag that many households and businesses can afford. With that bit of background, let's see what Mac is all about. In this chapter, we'll start by exploring the Mac hardware and application environment. The remaining chapters are all devoted to applications. That's as it should be; after all, what good is a computer if it doesn't do anything? As we will see, Mac does a lot!

INTRODUCTION TO THE MACINTOSH HARDWARE

The Mac computer system has four main parts, the first three of which are illustrated in Figure 1.1

- The mouse.
- The cabinet, which houses the computer itself as well as the display screen and built-in disk drive.
- The keyboard.
- The printer.

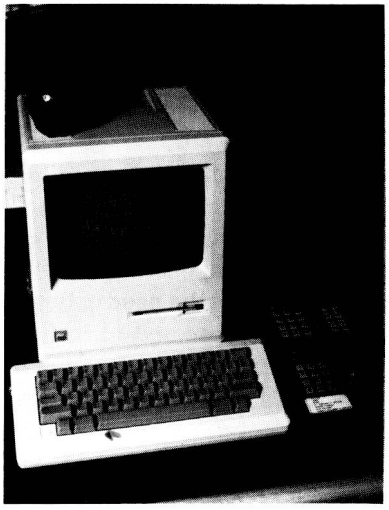

Figure 1.1 Front View of the Macintosh Computer.

*Apple® is a registered trademark of Apple Computer, Inc.
*Macintosh™ is a trademark of Apple Computer, Inc.

The Mouse

Like a real mouse, the electronic mouse has a long tail connected to the computer, is small enough to fit in the palm of your hand, and can nimbly scurry around your desktop. Viewed from the top, the electronic mouse looks similar to the device used for remote slide projectors (rectangular in shape with a clicking button). However, when you turn the mouse over, you see a small metal ball that rotates when you move it around your desktop. What the mouse does is translate movement around your desk, both in terms of speed and direction, into electronic impulses that are sent through its tail into the computer.

The primary purpose of the mouse is to enable you to select options (and eliminate the need for you to memorize commands). When you move the mouse around your desktop, you also move the pointer (cursor) on the screen. As it moves around the screen, the mouse pointer itself changes shape according to the nature of the items on the screen. Figure 1.2 shows us some of the shapes. For example, the pointer assumes the arrow shape when pointing to objects. It turns into an "I beam" to help you indicate where you want to insert or delete text. After you click the mouse button, the I beam changes into a flashing insertion point line. Other shapes include the cross and directional pointers.

When you sit down at your desk (start the system up), the screen displays, among other things, tiny images of the tools available to you and the documents you have created and stored. You use the mouse to point to and select which documents you want to retrieve or which function you want to perform. When you are finished manipulating your data and documents, you use the mouse to tell Mac that you want to print your reports and graphs. After printing is completed, the mouse is used to store and save your documents until the next time you need them.

The Cabinet

The cabinet weighs approximately 20 pounds and, accordingly, is light enough to carry it with you should the need or desire to do so arise. Measuring less than 12 inches square at its base and 14 inches high, Mac is both light enough and

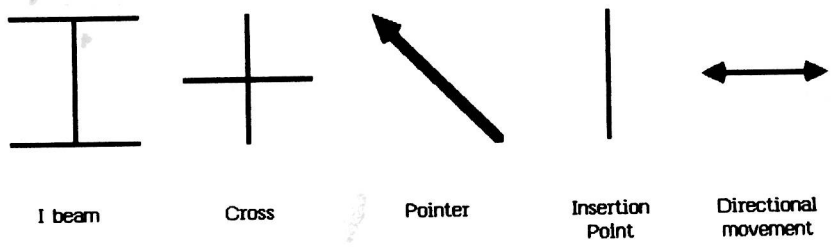

Figure 1.2 Examples of Mouse Pointer Shapes.

此为试读,需要完整PDF请访问: www.ertongbook.com