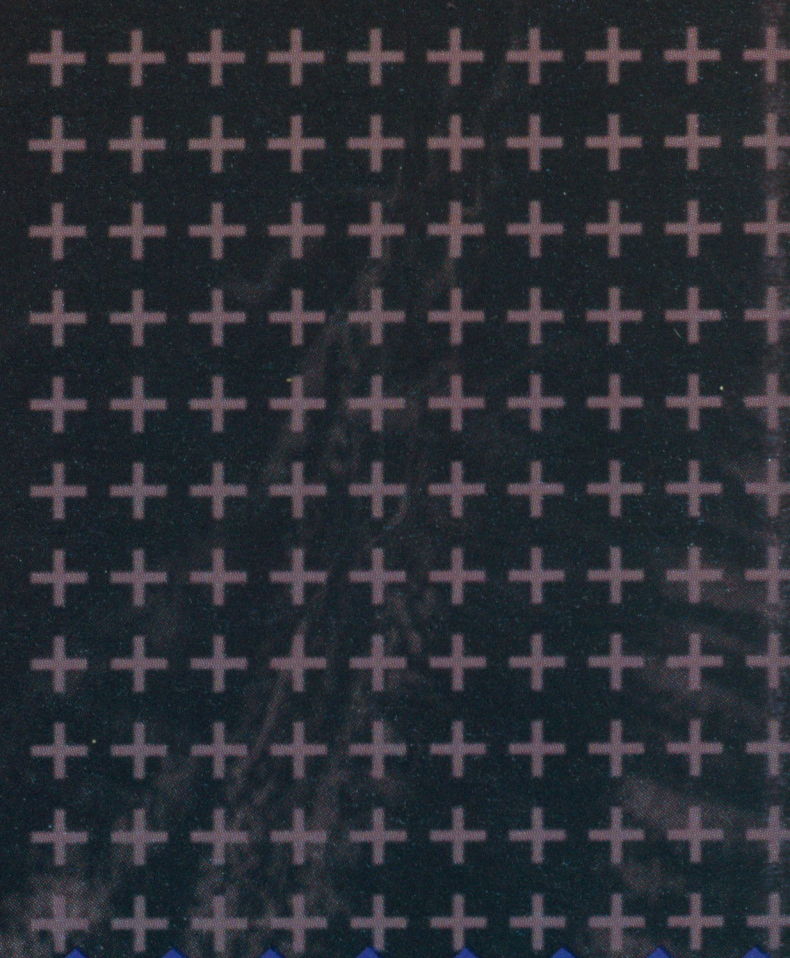


Hercules Art Dept.



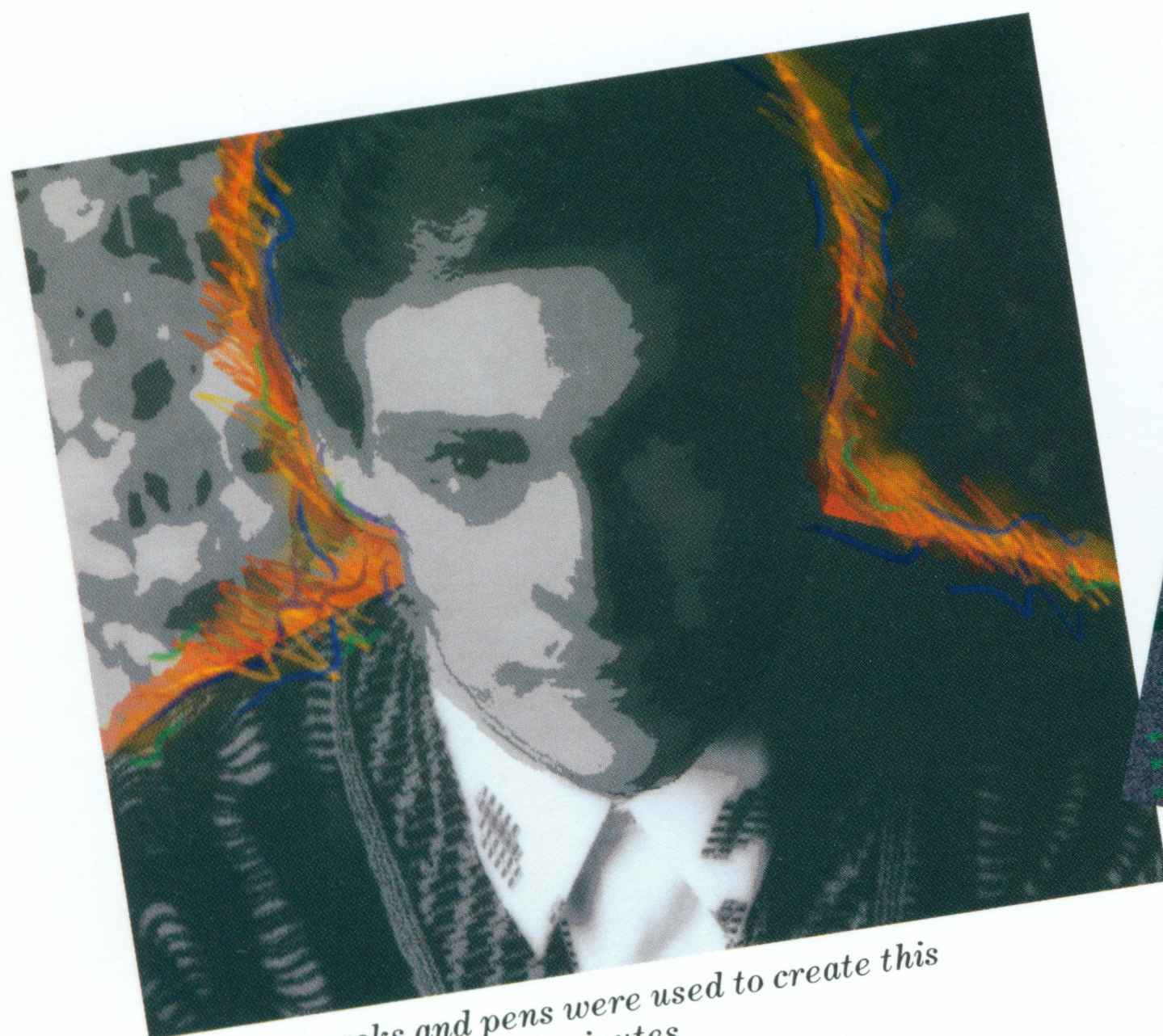
It's Only Limitation is Your Imagination

More Time to be More Creative.

No markers. No pens. No time wasted trying to produce a lot of different layouts. The images in this brochure were produced on an IBM AT compatible with Hercules Art Dept. A brand new product that opens up a whole new world of creativity for IBM computer users. You can create brilliant designs and visuals, and change them in a few seconds.

With the Hercules Art Dept., logos, ads and literature or packaging comps can be rendered in hundreds of different styles, colors and layouts. And then output to color printers, slides and transparencies or straight to color separations (through third party software).

As you can see from our examples, the possibilities are endless. Just imagine tackling the same job with conventional methods. Hercules Art Dept. gives you the freedom to experiment, in a more natural, fluid way and allows you to make creative decisions instantly.



Color masks and pens were used to create this image in less than 10 minutes.



We utilize a chalk brush and a texture brush background for this image. It doesn't even look computer generated, and it took less than one-tenth of the normal creation time.

The Hercules Art Dept. Includes:

- LUMENA/Hercules Graphics and Paint Software
- Designer-friendly software user guide with tutorials and tool references
- Hercules Graphics Station Card, including: VGA, TI34010 processor, a megabyte of video RAM and two megabytes of Dynamic RAM
- Utilities and Windows 286 and AutoCAD ADI V4.0 drivers
- Hardware reference guide

System Requirements

- IBM-PC/AT™, 386 Computer or 100% Compatible
- 640K Main Memory 2 Mb
- EMS-Type Memory
- 1.2 MB Floppy Disk Drive
- 40 Mb Hard Disk Drive (min. req.)
- Serial & Parallel Port
- Digitizer Tablet and Stylus
- Analog VGA Monitor
- Text Monitor and adapter

Input Options

- Slide or flatbed color scanners
- Digital File Formats:
 - Raster images may be imported from any PC-based paint or graphics system that saves files in TGA format.
 - Alien File Load feature allows viewing almost any "chunky" or "packed-pixel" RGB file format to be viewed

Output Options

- Digital and analog film recorders
- Printers: Thermal printers/plotters; Ink jet and Laser printers
- Stop-Frame Animation Controllers for film and videotape
- Digital File Formats: Regular and high resolution LUMENA files; Targa images with a .TGA file extension; compressed file formats; plus TIFF™ and EPS™ formats
- 3rd Party Options; Scitex-compatible file conversion to 9-track tape driver; CYMK half-tone separations in Postscript™ file format.

Fast Visuals

The Hercules Art Dept. features the Hercules Graphics Station Card and LUMENA/Hercules software, the superb graphics/paint program from Time Arts.

You can start by scanning a photograph or illustration into the machine. These can then be sized, sealed or rotated to any position, overlaid, increased or reduced in size — you can even change all or part of the color and draw over them. It's just like creating a visual, but so much faster and more flexible. If you prefer, you can create your own original art using "airbrush," "chalkbrush" and "texture brush." Add backgrounds with high impact color gradations, headlines and text in any number of sizes and at any angle.

Real Color

The Hercules Art Dept. allows you to have a virtually limitless palette of over 16 million colors (imagine having the same number of markers on your desk!) to create photo-realistic, continuous tone images.

Never again will it be a chore to change the color of the models eyes, a background color, position of a photograph or the size of your client's logo.

Just sit your clients in front of your screen and show them every option imaginable. Alternately you could print out your ideas or put them on slides.

Less Cost and Practical

The Hercules Art Dept. can reduce production costs by as much as 50%.

Because everything from changing the layout to changing the visual can be completed in seconds. And just think of the money you'll save in supplies — markers, paper, paints, airbrushes, etc., because they're all included.

And the Hercules Art Dept. is practical too. It includes a Hercules Graphics Station Card featuring built-in VGA and a T134010 graphics processor. That means not only can you design on your computer but, you can also do project scheduling, correspondence, and billing or desktop publishing and CAD.

In addition, the Hercules Art Dept. user's guide was created especially for the design professional, so you don't have to get bogged down in a whole lot of computer lingo.

The Hercules Art Dept. is available from authorized Hercules and Time Arts Dealers for much less than you probably think. Call 800 532-0600, ext. 210 (US) or 800 323-0601, ext. 211(Canada) for a video to see it in action. Take a look at it today. And see how Hercules Art Dept. can give you the creative competitive edge.

The Hercules Art Dept. makes it easy to create various comps in a matter of minutes.

Filled shapes and polygons are an easy way to create a Matisse cut-out look, without using scissors, in only an hour.

Embossing and a transparency overlay were applied to create this special effect in just a few minutes.



How We Did the Cover

Step 1

1. This was our original 8 x 10 B/W print. We took it and put it on our flatbed scanner using the LUMENA/Hercules software. We were quite happy with our model, but his nose was a little bent. So we gave him a nose job using pull and clone brushes.

2. Well, that got that problem straightened out (and not a plastic surgeon in sight). In just a few seconds we also evened up the cheek bone area and added a sparkle to the eye. But what's this? No one gets into our brochure looking scruffy. So we scanned another photograph with a tie, cropped the ear and overlaid the new image in the correct position.

3. Then we added some sky. This was created with a white "airbrush" sprayed on a light blue background. It was also stretched to give the clouds a wispy realism. Then we overlaid the sky in a marked area and softened the edges to remove harsh outlines. Wow, a final airbrushed sky in 20 minutes! Now that's a great turnaround.

4. We added some texture using airbrush on the right ...but this scribble effect wasn't quite working. We wanted more color variation with crisper edges, but a subtle look at the same time.

5. That looked better. We swapped our "airbrush" for a "chalkbrush" and thinned down the lines. And picked out a few strokes in color, all in a few short minutes. We also added a fluid effect by repeating a symbol on screen and overlaying it onto the required position.

6. We wanted to add a pixel effect on the ear. By continually experimenting with color and shade, we were able to see a new comp on screen every few seconds.

7. We finally settled on this ear, which complements the colors we used elsewhere. For a final touch, we took a few minutes and thought we'd have some fun with the eye. Using a few of the "shapes" tools we created a flat color effect. After experimenting with various shades and positions we opted for the above.

There we had it, finished art on screen. To recap, in one day we had airbrushed, masked in different backgrounds, photo retouched, combined two photos, changed colors, added chalk and cut-out paper techniques, pixelized an area and overlaid a graphic pattern. All that was left was to transfer to disk and convert to Scitex readable files, so film could be output for separations.

Using the Hercules Art Dept., we saved time and money by doing everything inhouse instead of using outside specialists. Approvals were able to happen in color, on-screen and changes made immediately.

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Step 6

Step 7

