

30 Minute Snapshot:

InDesign or Quark?

How did you make the transition?

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- ✦ Miriam Frawley, President, e-Diner Design & Marketing
- ✦ Christine Kern, Manager Graphic Production, Talbots
- ✦ Jan Lindquist, Creative Production Support Manager, Target
- ✦ Matt Huber, Marketing Production Specialist, JCP Media LP
- ✦ Megan Lutz, Graphic Systems Analyst, Crate & Barrel

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- **Why did your company decide to / not to make the switch to InDesign?**

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- **How did you train your users?**

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- **What challenges internally did you encounter during the transition?**

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- **What issues did you have with clients, vendors, and print service providers?**

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- **Are there any third party extensions that you have implemented; if so, wins or opportunities?**

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- **Have you quantified a ROI of time or money by switching?**

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- **What recommendations do you have for a site that is planning to switch from Quark to InDesign?**