The evolution of the Internet from a command line/text only network for academic hackers into a point-and-click graphic environment mirrors the move from MS-DOS to Windows.

On-line publishing succeeds because it fulfills the basic human needs of communication, information and shopping.

PUBLISHING APPLICATIONS
- Email
- Marketing communications
- Advertising
- Digital Direct Response
  — catalogs
  — On-line ordering
  — On-line delivery

OTHER APPLICATIONS
- Administration
- Research
- Internet businesses

WWW PRODUCTION
- In-house vs outside server
- HTML coding
- GIF and JPG graphics
- Audio
- Animation
- Video
- FTP and email servers

WWW CREATIVE
- Good interactive design
- Writing for interactive media
- Illustrating interactive media
- Six benefits of new media:
  — customization
  — timeliness
  — comprehensiveness
  — searchability
  — economy
  — transaction

THE FUTURE OF PUBLISHING
- Litho, digital printing, fax
- CD-ROM, diskettes, PC cards
- BBS, networks, World Wide Web

JACK POWERS is director of the Graphics Research Laboratory and publisher of ELECTRIC PAGES, an interactive fax, audiotex and Internet journal on the future of publishing in the Information Age. He consults on publishing and new media technologies with commercial, corporate and government publishers in the U.S., Europe, Asia and South America. The author of six books and numerous videos on computers and print, Jack's articles appear in American Printer, Computer Graphics, Editors Only, Folio, France Graphique, LAN, Micro Publishing News, Multimedia PC World, PRE, Prepress Asia, Publish, Publishing & Production Executive and other publications; the moderator of the Prepress Asia and Asia Print Singapore conferences, he lectures at many international conferences including the Berlin DTP Congress, Imagerie Electronique, Norske Fagpresses Forening and Multimedia Canada. He has served as a director or advisor to the National Composition & Prepress Assn, the Typographers Int'l Assn, NYS ACM SIGGRAPH, the National Business Forms Assn and the Typographers Assn of New York and he is chairman of the NYC Board of Ed Graphic Arts Educational Advisory Commission.