

The Design Explorer

The Ashlar-Vellum User Newsletter

Second Quarter, 2016



Introducing Olesya

Olesya (pronounced like Alessia in English) Yaremenko has joined our team part time to help with database programming, order processing, customer service and support. While eventually her primary task will be to make our database and business processes sing, she will spend some time first working in the jobs of those she will support so she will have a better idea of how to make effective changes. She will also learn the products and spend time assisting customers, learning how our products can change to make our customer's jobs easier. Olesya is finishing her studies in Software Engineering at the National University of Kyiv-Mohyla Academy. She speaks fluent English, enjoys reading and creative writing, and previously was an active member of Plast – National Scout Organization of Ukraine. ❖

New Apprenticeship Policy

Ashlar-Vellum has instituted a new policy whereby new hires will spend time doing the jobs of others in the company for a time, to learn how their efforts impact those around them. All new programmers will now spend time on the telephones doing technical support. All QA staff will do the same. Our Filemaker programming staff will do order processing and customer support so that they understand how processes can be streamlined and unnecessary steps avoided.

The idea came from Rolls-Royce where newly hired engineers spent a year on the engine production floor doing each of the tooling jobs in rotation. There they gained an understanding of how good design and process implementation impacts manufacturing, and experienced the realities of how jobs were actually done. ❖

Graphite Share & Cobalt Share



Need to share Ashlar-Vellum files with clients and collaborators who don't own Ashlar-Vellum software? Try one of our free Share utility products.

Share is a set of utilities that allows others to open, view, print and export Ashlar-Vellum files from their own Windows or Mac desktop. Share displays exactly what you intended, not some translation that might be just a little different. It's especially helpful for interacting with those using AutoCAD, SolidWorks, Solid Edge, Pro/E, or CATIA.

Share comes in two versions for Mac or Windows:

- Graphite Share, which also views old Vellum2D/3D files.
- Cobalt Share, while also views Xenon, Argon and old Vellum Solids files.

These powerful tools are free from Ashlar-Vellum and can be downloaded [here](#). ❖

Subscriptions for the Short-term

Need a short-term copy of Ashlar-Vellum Graphite, Cobalt, Xenon or Argon for your intern, new hire, or summer help? Ashlar-Vellum offers monthly and yearly licenses through our web store at surprisingly economical prices. While buying a permanent license is least expensive in the long run, rentals provide a lower cost of entry without a long-term commitment. It's also a great way when you need additional seats on a temporary basis, say for summer interns or a short-term project.

One-year Subscriptions

Yearly rentals are electronic download only, no physical materials will be shipped. Major upgrades are included in the rental price (electronic download only). Up to 50% of the total current continuous rental fees may be applied toward 50% of the permanent license price. No refunds.

	1-year
Graphite	US \$395.00
Cobalt Solo	US \$595.00
Cobalt + Graphite	US \$995.00
Xenon Solo	US \$395.00
Xenon + Graphite	US \$795.00
Argon	US \$295.00

Monthly Subscription

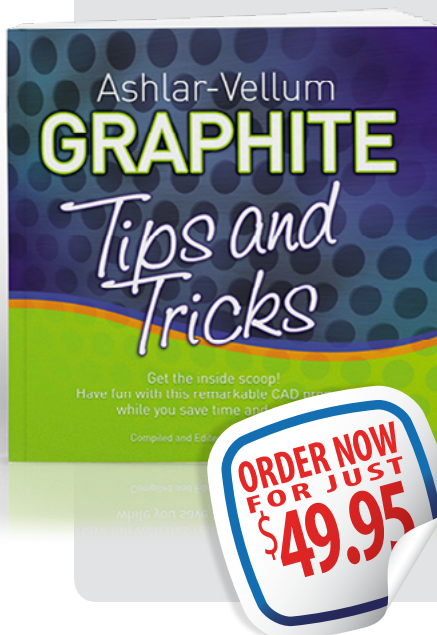
First and last month rental required to begin, then monthly fee is automatically billed to your credit card. Major upgrades are included in rental price (electronic download only). Cancel any time. No refunds. Up to 50% of your current continuous rental fees may be applied toward 50% of the permanent license price. ❖

	First/Last to Begin	Monthly
Graphite	US \$79.90, then	US \$39.95
Cobalt Solo	US \$119.90, then	US \$59.95
Cobalt + Graphite	US \$189.90, then	US \$94.95
Xenon Solo	US \$79.90, then	US \$39.95
Xenon + Graphite	US \$149.90, then	US \$74.95
Argon	US \$59.90, then	US \$29.95

Graphite Tips & Tricks

The *Graphite Tips & Tricks* book offers all kinds of time-saving information about using Graphite on both Mac and Windows. [Order now](#) for just \$49.95 to learn these important tricks:

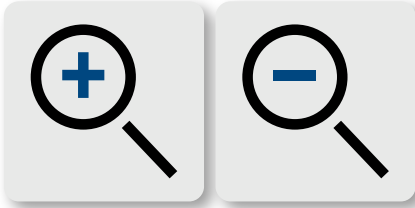
- Work more efficiently by stringing together tools and commands.
- Learn the hidden features of sheets, views and models.
- Quickly access a floating tool palette.
- Learn the fast way to create annotated leaders.
- Place dimensions for radii, diameters and angles at precise locations.
- Create tangent and perpendicular lines in a heartbeat.
- Explore non-associative detail views.
- Use macros with the skill of an expert.
- Create smart walls along center lines.
- Learn how to take 3D parts and create solid-looking 2D flattened images.



New Look to the Newsletters

You may have noticed that *The Design Explorer* has an updated look this month. Vova Prokopchuk has taken over the design and layout of Ashlar-Vellum communications. We're pleased to have his talent and experience for these and the fresh ideas he brings. ❖

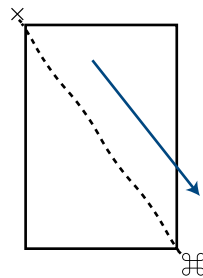
Five Things to Know About Zooming in Graphite



Most of the time we tend to zoom in and out using the Zoom tool without thinking about it much. But there are a five tricks in Graphite that you should be sure you know to make you a power user.

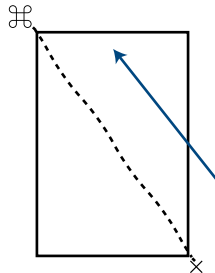
Stroke Zoom In

Hold down the Command key ⌘ on Mac or Ctrl + Shift keys on Windows and drag the mouse horizontally from upper left to lower right to zoom in on the area centered under the stroke.



Stroke Zoom Previous

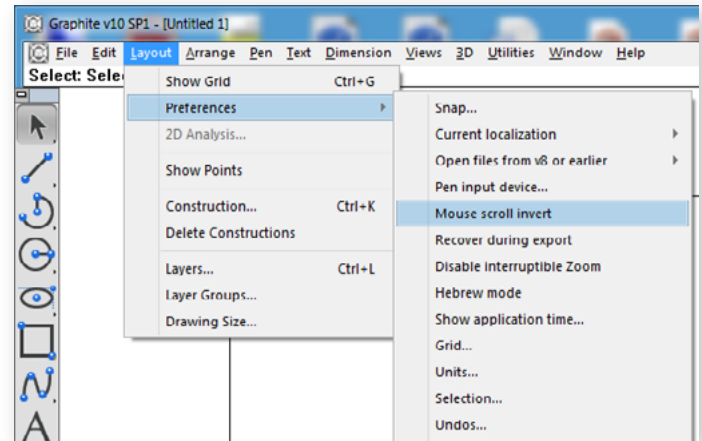
Now, by holding down the Command key ⌘ on Mac or Ctrl + Shift keys on Windows, and dragging from the lower right to the upper left, you will zoom back to the previous view, whether that was in or out.



A stroke zooms can be done in the middle of another drawing command making it easy to be working closely on one part while aligning it with another that may be off the screen. You can be in the midst of drawing a flap, and still be sure it will align with the slot on the other side of the part without missing a step.

Mouse Zoom

Moving the roller on the mouse moves the zoom level either in or out, directly under the cursor. It's always a good idea to place the cursor purposefully in the drawing at an "anchor point" giving you better control of the zoom. The default setting has the roller moving away from you to zoom out, but if that seems counterintuitive to you, as it does to many of our users, you can change the mouse roller direction to suit your perspective by using **Layout>Preferences>Mouse Scroll Invert**.

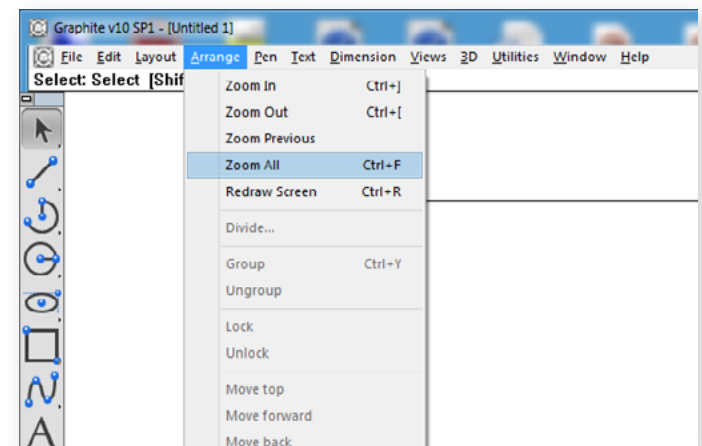


Zoom All

Sometimes when using the mouse zoom it's possible to click in space in the drawing area and move the mouse roller accidentally, "losing" your drawing. Just use Command ⌘+F on the Mac or Ctrl+Shift+F on Windows to Zoom all. Should you forget that series of key codes, just use **Arrange>Zoom All** from the menu.

Zooming Within Detail Views

You can change zoom levels within a detail view by clicking inside the view, then holding down the Control key on Mac or the Shift key on Windows and using the **Arrange>Zoom...** commands from the menu or the Zoom tools from the palette.



Changing the Equation



Robson Splane has been using Ashlar-Vellum design software for over 20 years, recently upgrading to the latest versions of Xenon™ and Graphite™. Having used a number of other drafting and 3D modelling packages he has been particularly pleased with the greater flexibility and organic workflow he's found in both Ashlar-Vellum programs through the years. As Splane puts it:

« *If you couldn't get something to work one way, there were usually two or three other ways you could get it to work.* »

He also liked that he didn't have to use it regularly to be proficient.

During his life, Splane has been a free-lancer, consultant, professor, and owned a design consulting firm, all normal ways of making a living as an industrial designer. But while running the design firm, Splane realized that not only was he no longer getting to do much real design work himself, but that the designs his company produced made a lot of money for their clients with little of it coming back to his team.

Several years ago, he decided to change the equation to form DreamProjX and become a different kind of entrepreneur who licensed out his company's products to the infomercial industry for manufacturing and selling, collecting a royalty each month. Later they changed the equation further and started several companies that manufacture, market and sell their products directly. Splane tells us, "We make a much better living than licensing, by manufacturing and selling."

One of DreamProjX newest products is the VersaFormer3D, a multi-function thermal forming system for producing plastic parts, prototypes and packaging. Designed, engineered, modeled and rendered using Graphite and Xenon software programs, the VersaFormer3D can be used as a vacuum-former, a strip heater or a slump-former as needed. It produces parts that are larger and from a greater range of plastic

materials than most personal 3D printers. Its build-in vacuum and heat sources utilize a variety of thermal plastics up to .250" in thickness. The device's foot switch allows special-effects and hands-free operation of the vacuum.

The VersaFormer3D was conceived as an in-house production tool for DreamProjX goods, before they realized it was an excellent fit for product and packaging designers needing short-run and prototype production. Easy to use and highly affordable, it's been known to pay for itself in just one project. Seeing this excellent return on investment, they soon spun off DreamProjX3D to manufacture, market and sell the machine. This innovative design product will be featured in season two of CNBC's Make Me a Millionaire Inventor.

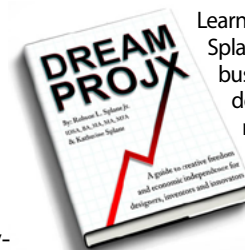
Ashlar-Vellum software fits right in with Splane's innovative way of thinking, helping him get more done with a smaller team, by providing the flexibility and ease-of-use he needs to get his designs to market faster. As he tells us: "If it takes having a huge staff for me to make money, and then I don't get to do what I'm good at and I enjoy, I really don't want to do it. We can actually be much bigger and more powerful and much more successful by actually becoming smaller. We made more in three or four years than if you combined twenty years of consulting." ❖



The VersaFormer3D, a multi-function thermal forming system, was developed for in-house production of DreamProjX goods when Splane realized it was an excellent tool for other designers needing short-run production.



Both the Bug Zapper toy and the Range of Motion Trainer were designed by Splane Design and prototyped using the VersaFormer3D.



Learn more about Splane's new business model of designing for self-manufacturing or licensing in his new e-book.

Background / Contact

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