Getting More From Your Mac

Why a Mac?

R. Scott Granneman & Jans Carton

Why do Macs "just work"?

Apple controls the hardware *and* the software

"People who are really serious about software should make their own hardware."
—Computer Science pioneer Alan Kay, July 20, 1982

Innovation

Many things users take for granted were introduced to a general audience on a Mac:

WIMP (Windows, Icons, Menus, Pointer) GUI • The mouse • Trackpads • Multi-touch • Sound • Drag 'n drop • Friendly file names • FireWire • WYSIWYG printing • Multimedia • Built-in networking • Centered trackballs • Floppy • No floppy • Wi-Fi • Thunderbolt

Simple, understandable product line

"After a few weeks [back at Apple in 1997] Jobs finally had enough. 'Stop!' he shouted at one big product strategy session. 'This is crazy.' He grabbed a magic marker, padded to a whiteboard, and drew a horizontal and vertical line to make a four-squared chart. 'Here's what we need,' he continued." —Walter Isaacson's *Steve Jobs*

1997

	Consumer	Pro
Desktop	iMac	Power Macintosh G3
Portable	iBook	Powerbook G3

2022

Which Mac is right for you?

Notebook   Desktop

MacBook Air

From $999

Buy

Learn more >

MacBook Pro 13"

From $1299

Buy

Learn more >

New

MacBook Pro 14" and 16"

From $1999

Buy

Learn more >

2022

Which Mac is right for you?

iMac 24"

From $1299

Buy

Learn more >

iMac 27"

From $1799

Buy

Learn more >

Mac Pro

From $5999

Buy

Learn more >

Mac mini

From $699

Buy

Learn more >

	Consumer	Pro	Ultra-Mobile
Desktop	iMac	Mac Pro	Mac mini
Portable	MacBook Air	MacBook Pro	

Excellent general-purpose hardware

...but do Macs cost more?

2022

|	Consumer	Pro	Ultra-Mobile
Desktop	iMac $1299+	Mac Pro $5999+	Mac mini $699+
Portable	MacBook Air $999+	MacBook Pro $1299+	

Apple's prices beat those for comparable PCs

Cheap PCs, however, use cheap parts, which Apple never uses

"But there's some stuff in our industry that we wouldn't be proud to ship. And we just can't do it. We can't ship junk. There are thresholds we can't cross because of who we are. … You'll find that our products are not premium priced. You price out our competitors' products, and add features that actually make them useful, and they're the same or actually more expensive. We don't offer stripped-down, lousy products."
—Steve Jobs, August 7, 2007

2014: "Canonical had planned on making a smartphone running Ubuntu instead of Google's Android OS, but the device never got off the ground in part because Apple bought up all the sapphire displays for the next three years. ... 'Apple just snapped up the entire three-year supply of the same sapphire display we wanted for the Edge,' said Canonical co-founder Mark Shuttleworth..."
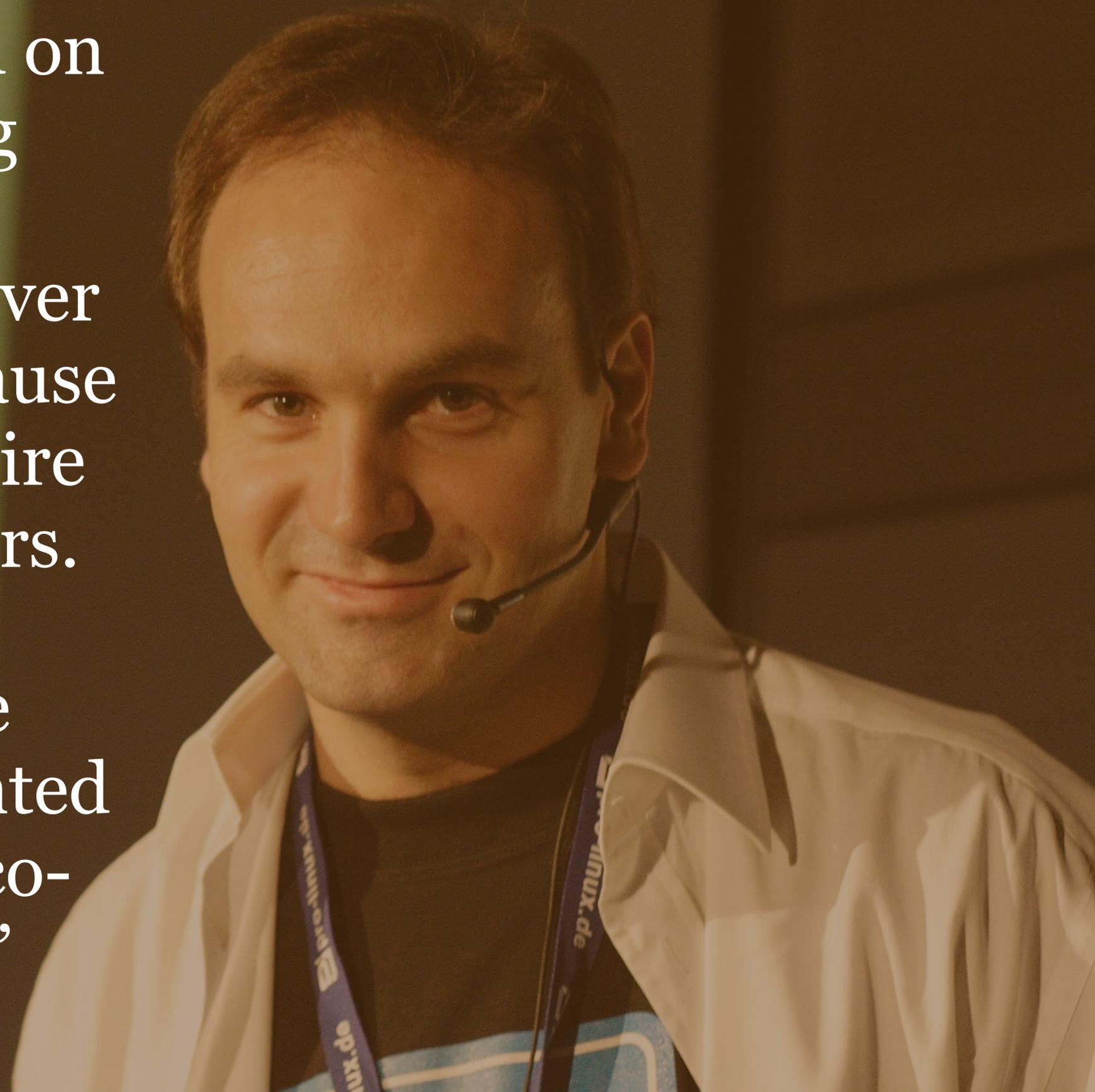
Uniform user interface for macOS, Apple's apps (mostly), & 3rd-party apps

Human Interface Guidelines

Get in-depth information and UI resources for designing great apps that integrate seamlessly with Apple platforms.

Human Interface Guidelines

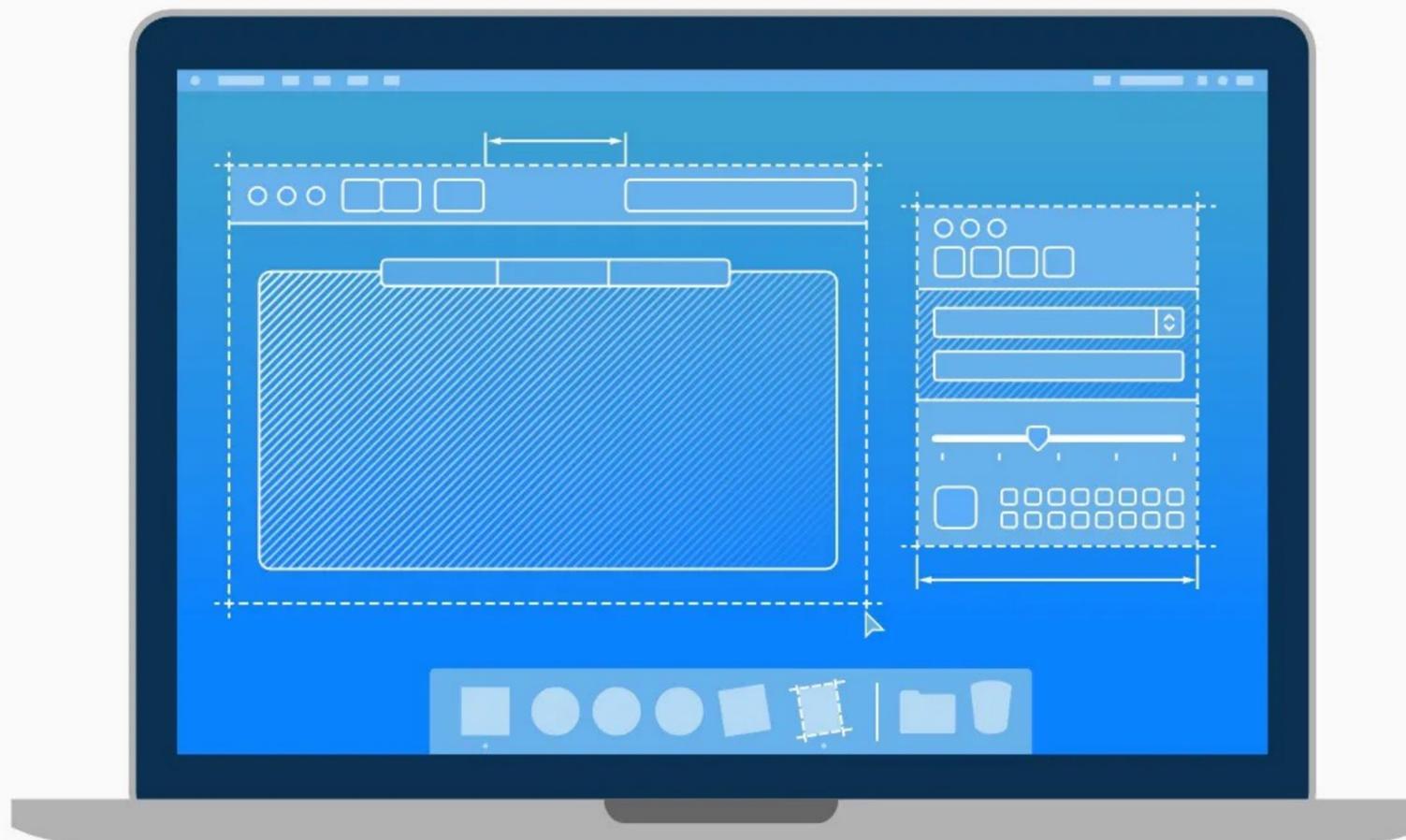## macOS

Themes

What's New in macOS 11

Visual Index

App Architecture

User Interaction

System Capabilities

Visual Design

Icons and Images

Windows and Views

There are Human Interface Guidelines for other Apple operating systems

Human Interface Guidelines

iOS

Themes

Interface Essentials

App Architecture

User Interaction

System Capabilities

Visual Design

Icons and Images

Bars

Views
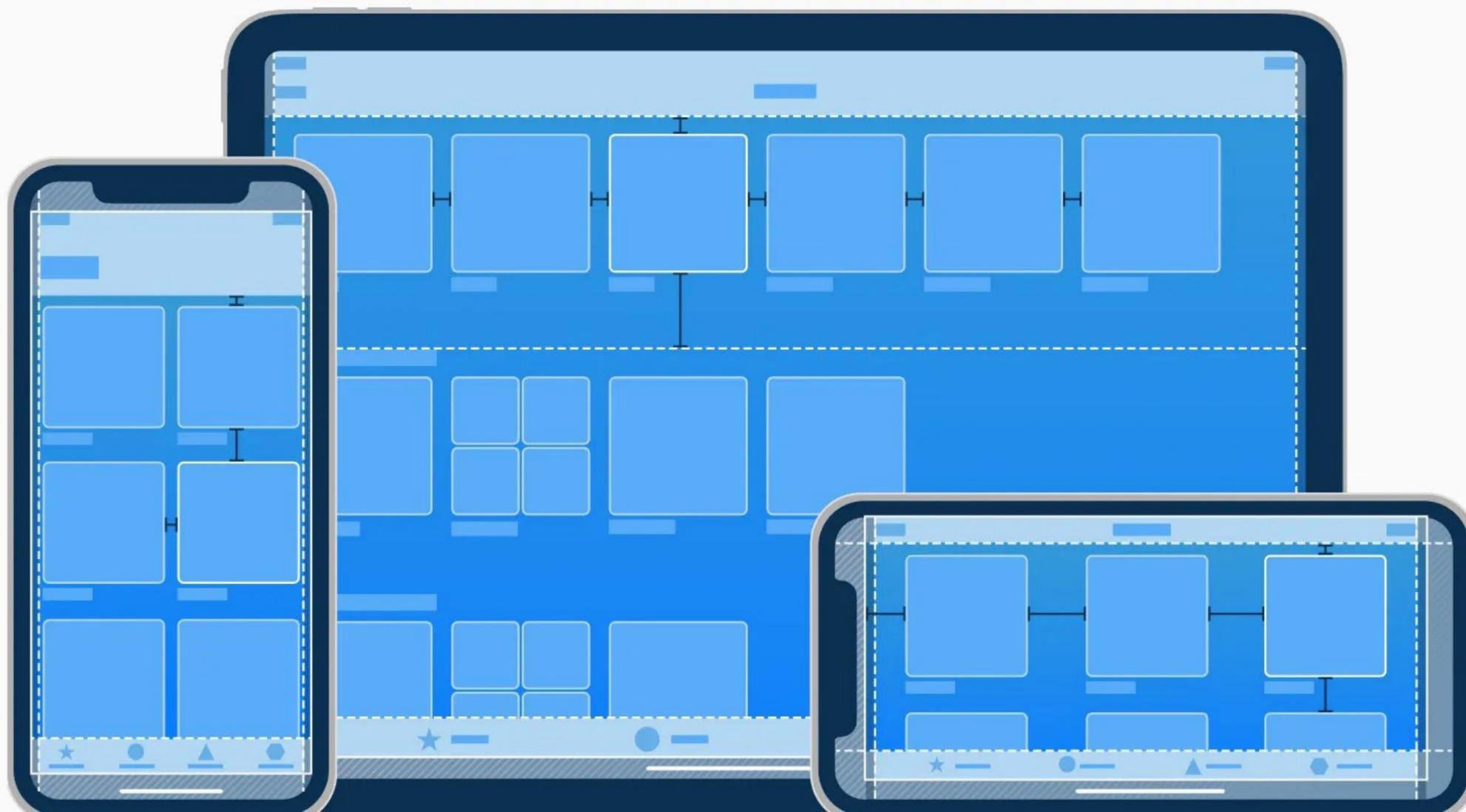
Human Interface Guidelines

watchOS

Getting Started

Apps

Complications

Notifications

Siri

Interaction

Visual

Elements

Human Interface Guidelines

- tvOS
  - **Themes**
  - Apps
  - Live-Viewing Apps
  - Focus and Parallax
  - Top Shelf
- Remote and Controllers
- App Architecture
- System Capabilities
- Visual Design

Technologies

Accessibility ›	HealthKit ›	Right to Left ›
AirPlay ›	HomeKit ›	SharePlay ›
App Clips ›	iCloud ›	Sign in with Apple ›
Apple Pay ›	In-App Purchase ›	Siri ›
Augmented Reality ›	Inclusion ›	Social Media ›
Business Chat ›	Live Photos ›	SF Symbols ›
CareKit ›	Mac Catalyst ›	Wallet ›
CarPlay ›	Machine Learning ›	Widgets ›
Game Center ›	Maps ›	
Glyphs ›	ResearchKit ›	
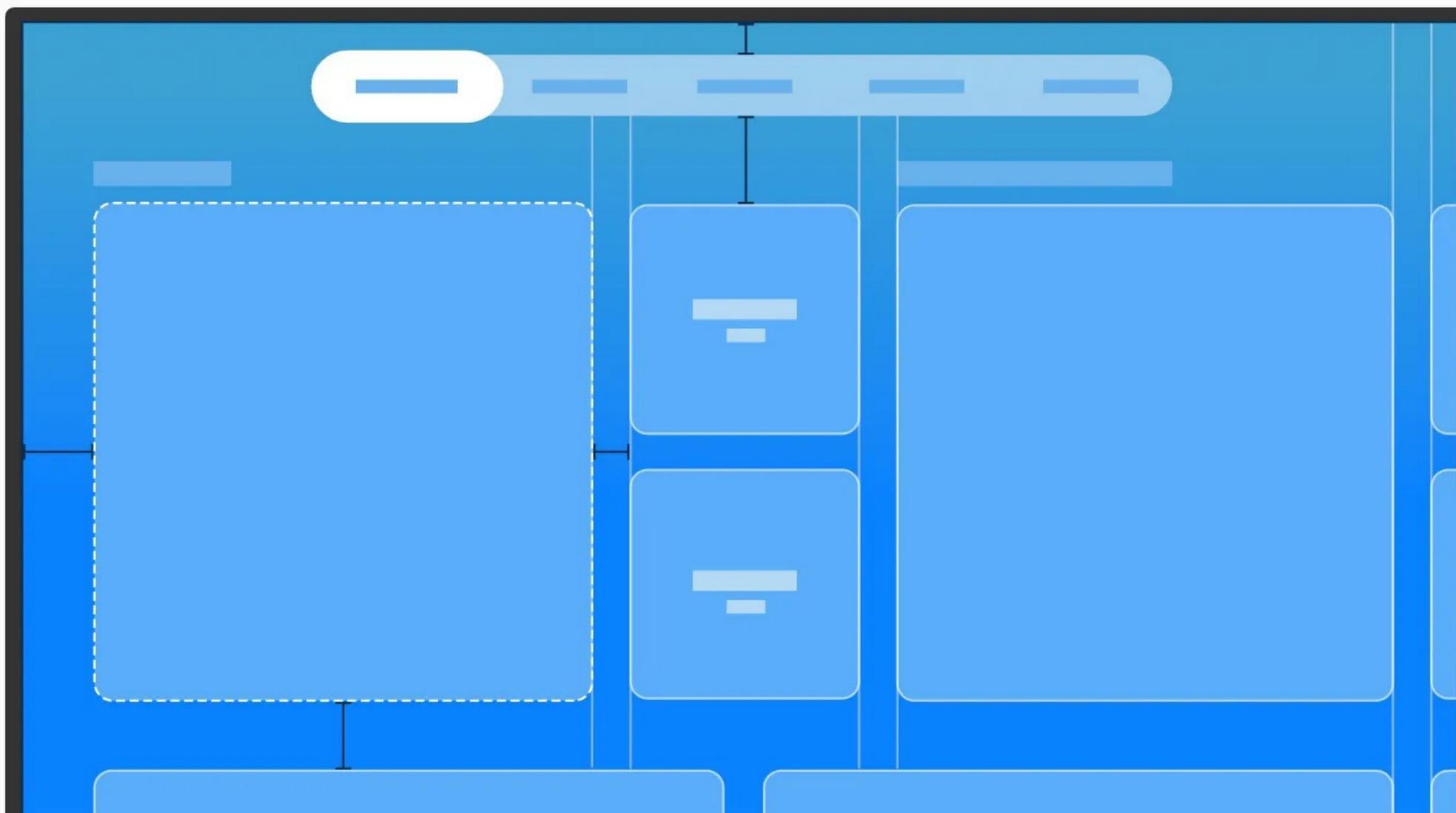
Technologies

Accessibility ›

AirPlay ›

App Clips ›

Apple Pay ›

Augmented Reality ›

Business Chat ›

CareKit ›

CarPlay ›

Game Center ›

Glyphs ›

HealthKit ›

HomeKit ›

iCloud ›

In-App Purchase ›

Inclusion ›

Live Photos ›

Mac Catalyst ›

Machine Learning ›

Maps ›

ResearchKit ›

Right to Left ›

SharePlay ›

Sign in with Apple ›

Siri ›

Social Media ›

SF Symbols ›

Wallet ›

Widgets ›

SF Symbols 3

With over 3,300 symbols, SF Symbols is a library of iconography designed to integrate seamlessly with San Francisco, the system font for Apple platforms. Symbols come in nine weights and three scales, and automatically align with text labels. They can be exported and edited in vector graphics editing tools to create custom symbols with shared design characteristics and accessibility features. SF Symbols 3 features over 600 new symbols, enhanced color customization, a new inspector, and improved support for custom symbols.
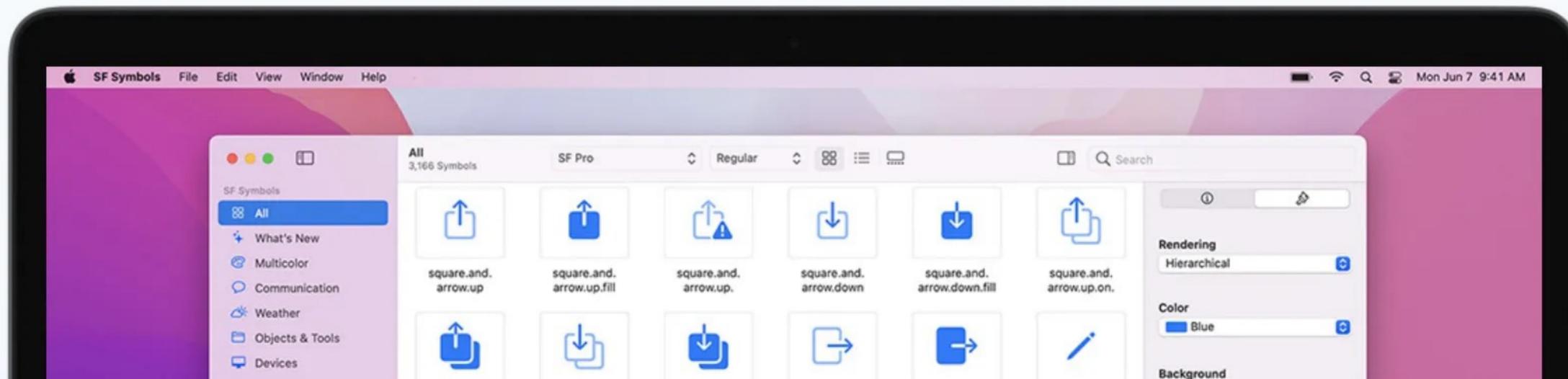
"Generally, use two-button alerts. Two-button alerts provide an easy choice between two alternatives. Single-button alerts inform, but give no control over the situation. Alerts with three or more buttons create complexity."
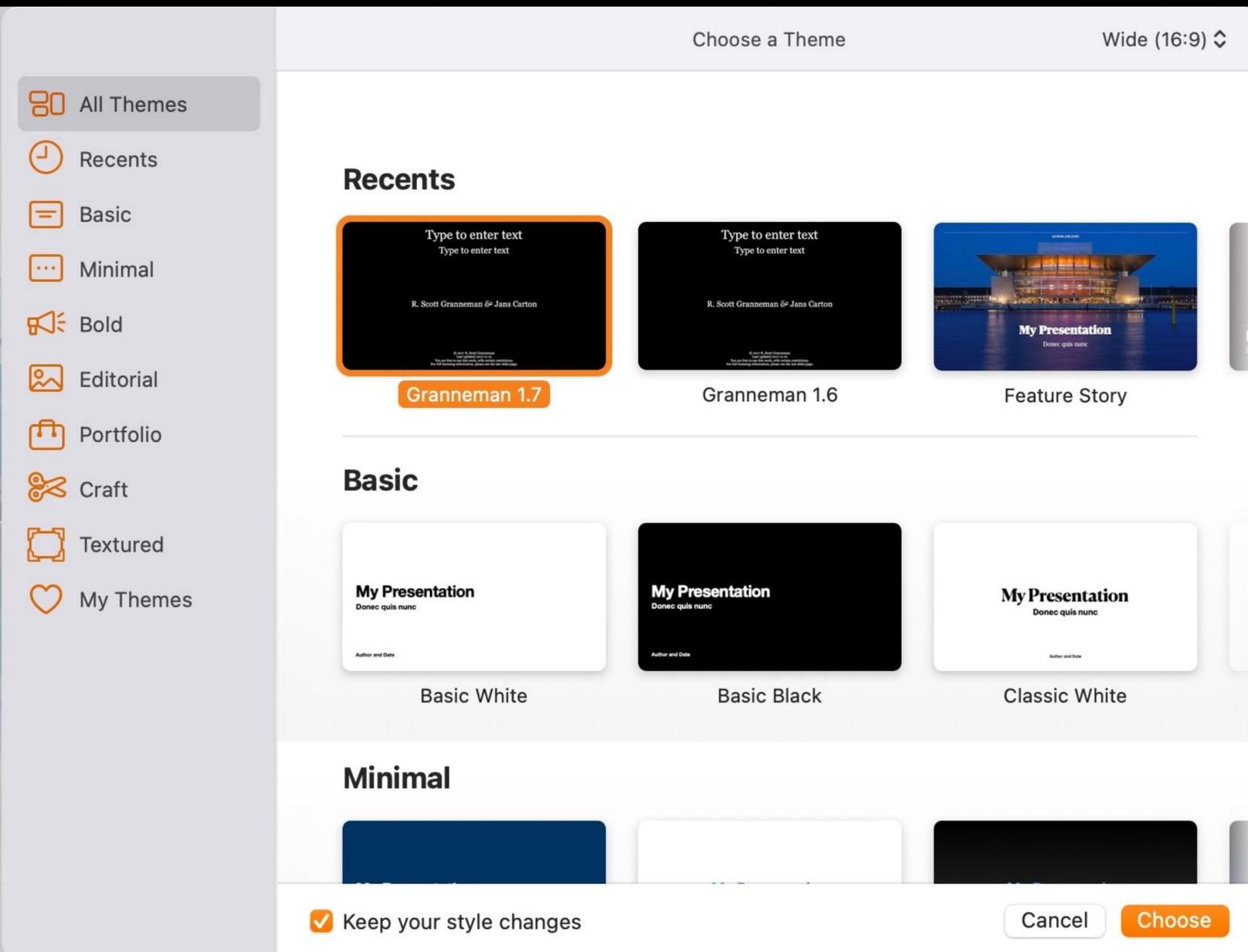
"Avoid using *OK* for the default button… The meaning of *OK* can be unclear even in alerts that ask if the user is sure they want to do something. For example, does *OK* mean 'OK, I want to complete the action' or 'OK, I now understand the negative results my action would have caused'? A specific button title like *Erase*, *Convert*, *Clear*, or *Delete* helps the user understand the action they're taking."

Message text   No title

App icon

Secure Empty Trash permanently erases the items in the Trash. Are you sure you want to permanently erase them?

If you choose Secure Empty Trash, you can't recover the items unless you've backed them up using Time Machine or another backup program.

Informative text
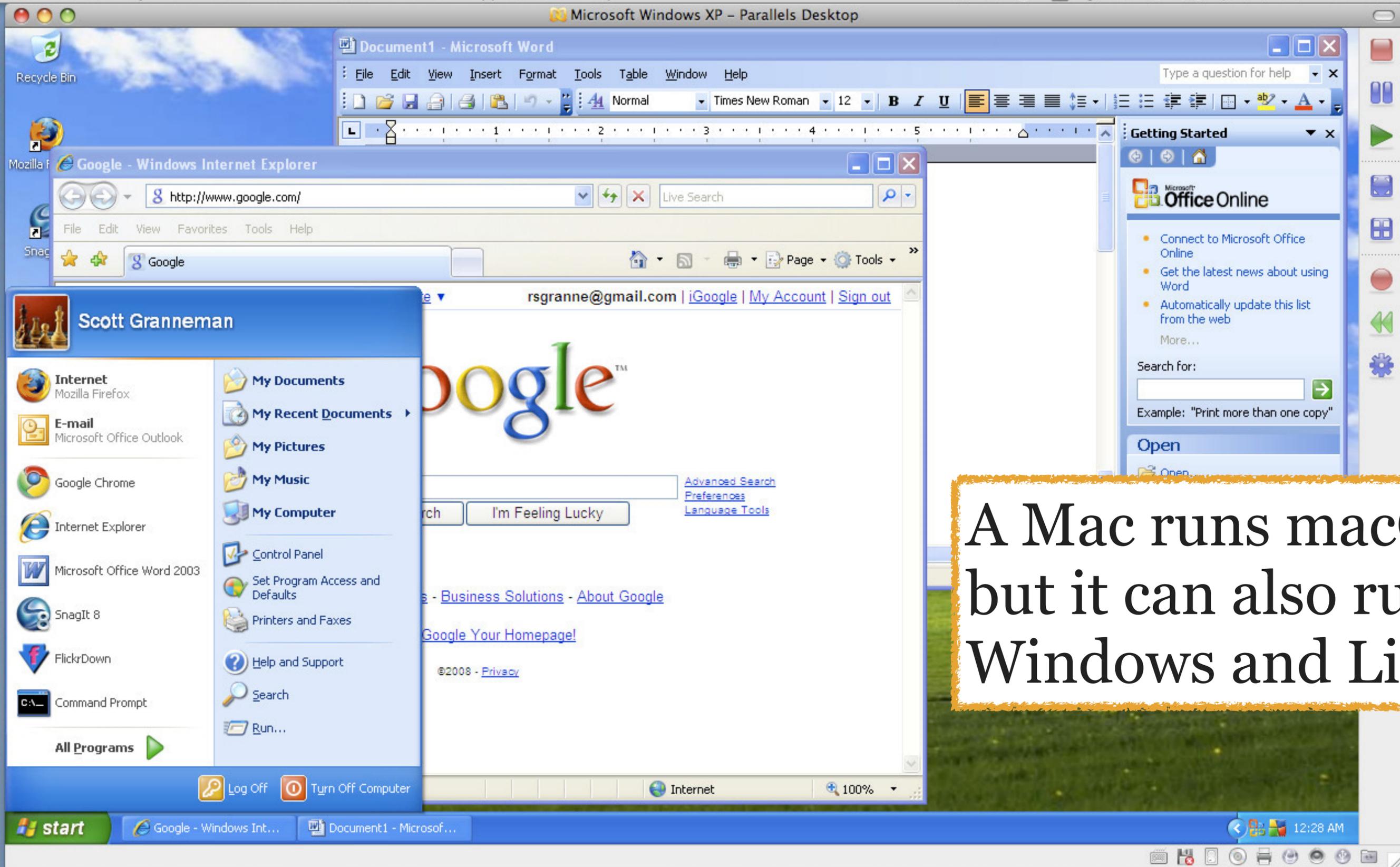
Cancel   Secure Empty Trash

Cancel button   Action button

A Mac runs macOS, but it can also run Windows and Linux

It's fun!

Thank you!

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Changelog

2025-07-09 2.4: Fixed all citations to conform to MLA 9; updated theme to Granneman 1.4; minor fixes & corrections

2022-03-06 2.3: Greatly expanded section on Human Interface Guidelines; updated screenshots of Macs & prices; set table row heights correctly

2021-06-11 2.2: Added Human Interface Guidelines

Changelog

2021-06-06 2.1: Put Alan Kay quote on its own slide with image; added Jobs' original product grid; showed current Macs for sale; re-did Steve Jobs quote; included quote re: Apple buying all sapphire displays for next 3 years; added Human Interface Guidelines; added screenshot for Parallels; added image for It's fun!

2021-03-31 2.0: Created presentation using slides from the original Getting More From Your Mac & Granneman 1.7 theme

Changelog

2021-03-23 1.8: Added how to copy & move files in Finder with key commands; added *Installing Software* section

2020-06-23 1.7: Added section *Get Info, Get Summary Info, & Show Inspector*; add info re: macOS 11 Big Sur; added slide listing all Apple operating systems

2019-08-16 1.6: Added Catalina for 10.15; added note that --- is not an em dash

Changelog

2017-09-20 1.5: Combined naming charts in *History*; fixed minor formatting issues; added Thank You, Scott (⌘⇧/) to *Basic Key Commands*; added Terminal commands for disclosure buttons; added Show the Finder location of a file from a dialog box; added screenshot of Finder sidebar; added command for QuickLook slideshow; added Special Info in Finder; updated Mac prices for 2019; fixed QuickLook slides

Changelog

2018-08-19 1.4: Added *File Info & Actions* section under Finder with Contextual Menus, Get Info, & Inspector; added HoudahSpot under Spotlight; added commands to open all disclosure boxes & Show Details for printing; added *File Management* section with New Folder with Selection; applied Granneman 1.4 theme; fixed minor formatting issues; added Sidebar under Components; more info on built-in security; added ⌘^D in addition to triple-click for data detectors

Changelog

2017-09-06 1.3: Fixed formatting; in *History* & added High Sierra; in *Key Commands*, added Alfred for clipboard; added slides re: holding down ⌥ in *Open & Save*; made deleting clearer in *Movement*; added slide about drop shadows in screenshots; added huge amount about Path Finder; added slides re: Finder renaming files; added lots of examples of Spotlight searches (RIP David Bowie); added New File Menu; added `duration:`, `date:`, & much more to Spotlight

Changelog

2016-10-11 1.2: Changed Lazy is Good image; spread Automation throughout the deck; renamed *Things You're Not Doing Right* to *Finder* & added lots more; added *Spotlight* section; changed *menulets* to *status menus*; added *Quick Look*

2016-10-07 1.1: Changed theme; fixed formatting; added & changed a lot; new stuff on Finder, Printing, Key Commands, System Preferences, Tabs; added *Computer Rules* section; lots of fixes

2016-03-13 1.0: First version

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