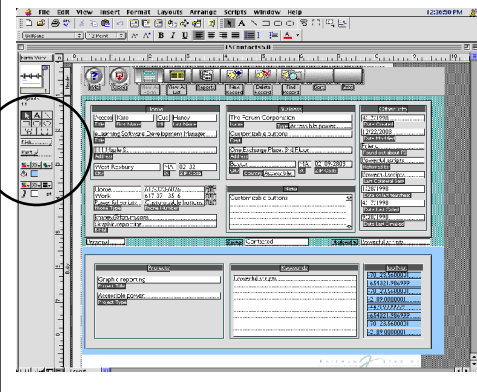


Client Tracking & Marketing:

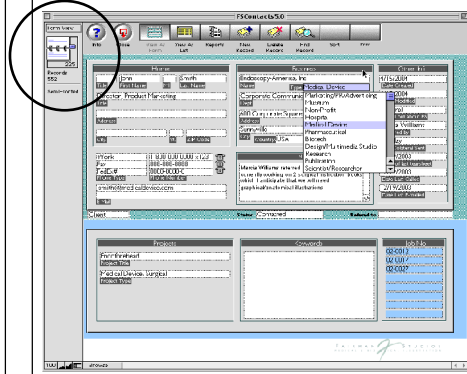
- Contact info - important data in one place
- Search and sort
- Job Info
- Direct Marketing: Create labels or envelopes
- Market info
- Customizable

Layout Mode



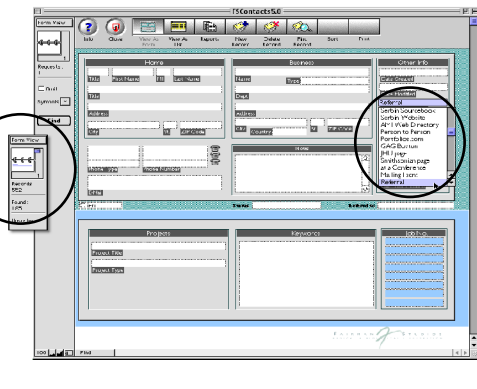
- In the LAYOUT mode:
- create a layout for a database
 - define fields for different kinds of data
 - define values for fields
 - modify options
 - customize
 - add, resize, move fields
 - use lists to speed data entry with pull-down menus
 - write calculation formulas
 - create buttons & scripts

Browse Mode



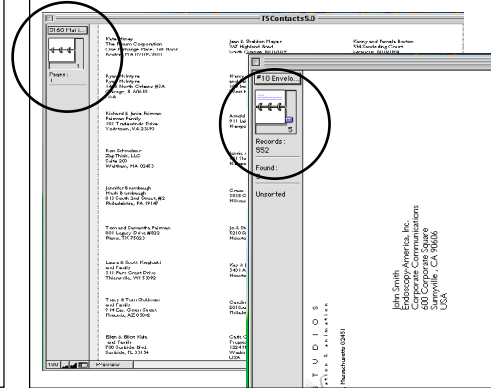
- In the BROWSE mode:
- create records
 - enter data
 - modify data
 - move between records
 - view data in various layouts
 - see differences between: form view, list view & table view
 - use calculations
 - generate reports
 - make 2 databases relational

Find Mode



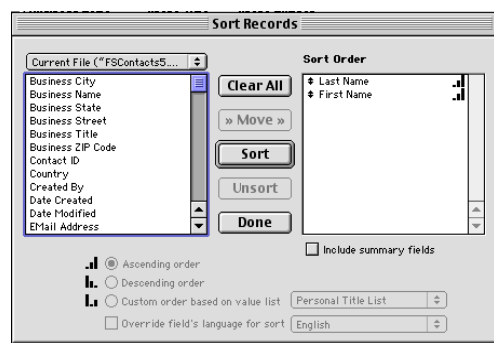
- In the FIND mode:
- find records matching criteria in a single or multiple files
 - find records matching a range of data
 - narrow a search by omitting records
 - sort records in ascending or descending order

Preview Mode



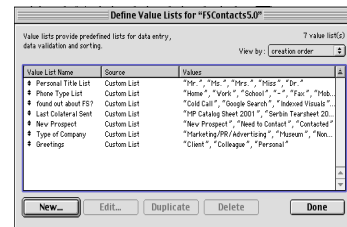
- In the PREVIEW mode:
- view data in various layouts
 - create mailing labels
 - create envelopes
 - create form letters
 - preview before printing

Sort Data



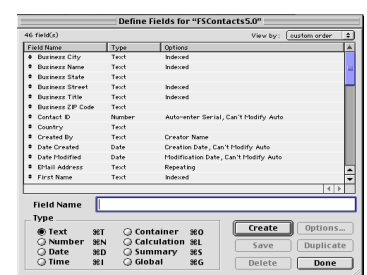
- SORT records by**
- contact name
 - geographic location
 - client type
 - referral type
 - date of entry
 - job type

Define Values for Fields



- Create pull-down menus for
- referral type
 - client type
 - contact info type

Define Fields



- indicate numeric or text values
- allow or prevent things from being modified

Archiving & Organizing Artwork:

- Job info
- Style
- Subject
- Market
- Location
- CD number
- Application
- Date created
- Notes
- Keywords
- Job number
- Medium
- Client
- Cost
- Anatomical region
- File name
- Usage
- Date modified
- Project title
- File format

