The term designer covers many different fields, and whether you are just starting out or need an upgrade, choosing the right Apple Mac can sometimes be difficult. Do I need a retina screen, how much RAM and what kind of software are questions we ask when searching for that perfect computer. Designers have many different needs and while you may love all things Apple, some are better for design than others.

Why Macs?

One of the reasons designers use Mac is because of Apples graphic design history. Apple created the desktop publishing market back in 1985 with the original Apple Macintosh computer. The reason for choosing Macs was because of the software and fonts available as well as the user friendly graphics interface. Combined with software like Quark Express and the first LaserWriter printer, it became the dominate for Graphics Professionals.

There are still many reasons to love the Mac operating system. The software support has increased tremendously, the ease of use right out of the box, highly detailed screens and the ability to run virtual software to emulate Windows and Linux systems helps with developing sites. Another major reason why you see so many macs is because of the discount apple gives to schools for there computers.

Power Users

The Mac Pro is very powerful, maybe too powerful for most users, but if you work with video, photos or are a graphic designer where color accuracy is important to you then the Mac Pro is for you. The advantage of the Mac Pro is that you can use any monitor you want. Monitors for other Apple computers are Glossy and for people who work in Graphic Design, they tend to prefer matt screens because they are more accurate to what gets printed. Graphic Designers tend to work with larger files with most images being 300 ppi for press quality and faster processors are important.

Motion designers are the perfect candidate for the Mac Pro with fast processors, large hard drives and the ability to have multiple screens. They are the most flexible and customizable for you needs. Video editing applications need fast processors and more Ram. Combine that with a SSD drive and applications like After Effects open in seconds. The only consideration is the size of the SSD drives are smaller than traditional hard drives and you may need to have external drives for mass storage. Luckily, the Mac Pro has many six Thunderbolt 2 ports and four USB 3.0 ports for all your storage needs.

Portability and Speed

If you are a designer on the go, but still need a fast computer, then the Macbook Pro is for you. Web and print designers will appreciate the Retina Displays for diving into the details of their designs. Macbook Pros are capable of running all the Adobe Creative Cloud applications, as well as the major video editing applications. The lightweight of the laptop allows you to carry it easily for meeting at client offices and give presentations wherever you need to. You can do high quality work on the go, but the SSD hard drives are small and you may need external drives.

Studio Work

You feel in love with the Retina screens, but you don’t necessarily need to travel with your computer. In the past, the conventional wisdom was that if you were a serious graphics professional, you would only buy the latest Mac tower. Those days have passed and all you want is a simple; all in one solution that is reasonably priced but can still do everything designers need it to do. Well it sounds like you might want to check out the iMac with the high-resolution screen Retina 5K screen. Fill this computer up with RAM and a SSD drive and there isn’t much you can’t do. The glorious 27-inch screen is large enough for most designers and doesn’t have a large footprint compared to the Mac Pro. The iMac works well for all types of designers, the screen resolution and