

Production for Graphic Designers (5th Edition)

By Alan Pipes

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Now in its fifth edition, this book covers the most up-to-date technological advances in graphics and print production, fully explaining all the standard prepress and printing processes, including detailed coverage of the latest digital direct-to-plate offset and small-run on-demand color printing. *Production for Graphic Designers* gives clear and concisely written advice on preparing artwork for printers, examines the creative potential of typography in a digital environment, and provides comprehensive coverage of working with illustrations, layout and proofing in both computerized and conventional workflows.

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Production for Graphic Designers (5th Edition) By Alan Pipes Bibliography

- Sales Rank: #1047917 in Books
- Published on: 2009-02-14
- Original language: English
- Number of items: 1
- Dimensions: 11.20" h x .49" w x 8.30" l, 1.54 pounds
- Binding: Paperback
- 240 pages

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Editorial Review

From the Publisher
The popular and comprehensive graphic designers bible--completely revised and up-to-date with emerging technologies and trends.

From the Back Cover
This comprehensive introductionto the print production process takes graphicdesigners through all stages of production, anddiscusses both conventional methods and the latestcomputer technology. It coverstext and type, illustrations, prepress, printing,and finishing. For graphicdesigners and print production professionals.

About the Author
Alan Pipes is the former editor of CadCam International and the author of Drawing for 3-Dimensional Design, Introduction to Design, and Foundations of Art and Design.

Users Review

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Paul Hill:

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