

An introductory textbook covering all aspects of print production and manufacturing. The printed page is still the most common product of graphic design work, making it essential that designers and illustrators understand the production and printing process. And as more and more print material is finding a dual-use in electronic formats (Web, ebooks, motion-graphics using Flash, etc.), it has become even more important that designers understand the impact their design decisions have on the feasibility of re-purposing their work for various media.

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Now completely revised to reflect the latest technology and trends, A Guide to Graphic Print Production, Third Edition is the complete guide to the entire process . An introductory textbook covering all aspects of print production and manufacturing. The printed page is still the most common product of graphic design work. A Guide to Graphic Print Production by Kaj Johansson, , available at Book Depository with free delivery worldwide.

From the Publisher. Print production requires designers be familiar with graphic design, typography, illustration, editing, workflow management, materials. A Guide to Graphic Print Production has 58 ratings and 1 review. Alea said: Massive book and lots of technical terms. I think this would be a really good.

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